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Full Name of Author — Nom complet de l'auteur
DALE RAYNE SCHINKEL

Date of Birth — Date de naissance August 24, 1951	Country of Birth — Lieu de naissance CANADA

Permanent Address — Résidence fixe
401 Woodbine Avenue
Winnipeg, Manitoba
R3C 2E4

Title of Thesis — Titre de la thèse
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THE ACTIVITY PREFERENCES, MOTIVATIONS, AND CAMPING SATISFACTION OF RESIDENT AND TOURIST CAMPERS IN YELLOWKNIFE AREA CAMPGROUNDS

by

© Dale Rayne Schinkel

A THESIS
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THE UNIVERSITY OF ALBERTA

FACULTY OF GRADUATE STUDIES AND RESEARCH

The undersigned certify that they have read, and recommend to the Faculty of Graduate Studies and Research, for acceptance, a thesis entitled THE ACTIVITY PREFERENCES, MOTIVATIONS, AND CAMPING SATISFACTION OF RESIDENT AND TOURIST CAMPERS IN YELLOWKNIFE AREA CAMPGROUNDS submitted by Dale Rayne Schinkel in partial fulfilment of the requirements for the degree of MASTER OF ARTS.

Edgar L. Jackson

Supervisor

R G Ironside

Thomas L. Burton

Date August 8, 1980

University of Alberta

Abstract

The place of residence variable, which differentiates between local residents and extra-regional tourists, would appear to be an important consideration in regional recreation and tourism development strategies since it is likely to summarize a number of socio-demographic and trip characteristic variables in a managerially relevant manner. The attention given to this variable in the literature has, however, been inadequate.

The objective of this study was to determine if resident and tourist campers could be differentiated in terms of a number of pertinent dimensions of the camping experience including, activity preferences, motivations and expectations, and camping satisfaction, and if so, why. Specifically, it was hypothesized that resident campers would indicate a greater social orientation towards the camping experience in their activity preferences and motivations, while tourist campers would indicate a greater environmental orientation. Furthermore, because of differences in the knowledge of recreational opportunities and alternatives, residents would be in a better position to match their activity and motivational preferences with appropriate recreational environments, and could therefore be expected to express greater satisfaction with their experiences.

The findings indicated substantial support for the hypothesis regarding differences in activity preferences and orientations between resident and tourist campers, partial support for the hypothesis regarding differences in motivations between the two groups, and no support for the hypothesis regarding differences in camping satisfaction. These results have important implications for resource management decisions, the provision of facilities and programs, and promotion policies, and serve to point out the importance of the variable in regional recreational planning.

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I had no reason to expect that the final paragraph would be any less difficult to write than any of the others in this thesis have been. I must express my heartfelt gratitude and appreciation to my family, in particular my Father and Mother, for their constant support and encouragement. Words are inadequate to do so, but I hope and trust that they will understand.

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1. CHAPTER ONE

BEHAVIOURAL RESEARCH AND CAMPING STUDIES

1.1 Introduction

Human satisfaction has increasingly been seen as a goal and measure of success in many planning contexts (Mercer, 1971). It is thought by many outdoor recreation planners, researchers, and managers that "... a major, if not the sole, objective of public recreation management is to provide maximum satisfaction for the public within the limits of certain resource, policy, and budgetary constraints " (Lime, 1972:198). A major barrier to such provision, however, is that there exists not one undifferentiated public with homogeneous needs, but rather, multiple publics or market segments with diverse and potentially conflicting desires and demands (Tatham and Dornoff, 1971; Lime, 1972). Good planning and management must be based on an understanding of the characteristics, aspirations, and expectations of the various user groups involved so that an appropriate range of recreational opportunities can be provided. Behavioural research is thus called for to identify and differentiate subgroups within the broad recreation public on the basis of relevant preferences, perceptions, motivations, and attitudes.

1.2 The Role of Behavioural Information in Recreational Planning

Behavioural information is but one of several types of information that should be considered in outdoor recreation planning and management. Knopf *et al.*(1973:192) and Driver(1976:168-169) have identified four other approaches or "knowledge bases" that should also be considered in the planning process, namely, the resource-location, historical use, economic, and administrative-political approaches.

The resource-location approach is supply-oriented in that information on the nature of the physical resources strongly influences the ultimate nature of the recreational development. While such information is clearly important, there is the danger that supply considerations will be overemphasized at the expense of demand considerations if only this information is taken into account.

Demand factors form the basis of the historical use or activity approach wherein past and current participation rates are used to determine the types of recreational opportunities to be provided in the future. This approach has a number of deficiences, however, which limit its utility. First, recreation consumption, the volume of participation in a given opportunity situation, has been incorrectly equated with recreation demand; latent demand, or demand not revealed in past participation because of lack of opportunity, is not considered (Knetsch, 1970). The result is the perpetuation into the future of opportunities that have been supplied in the past. Secondly, the approach is too simplistic to offer insights into the social utility of the opportunities provided, and into attendant issues such as the ultimate satisfactions and benefits derived from participation, and the possibilities for substitution between activities (Driver, 1976).

The economic approach provides information on a number of questions regarding the costs and benefits arising from the allocation of recreation resources, the role of government in bearing the costs of provision, efficiency and equity considerations, and other related concerns. In the administrative-political approach, the focus is on the democratic-political process within which various interest groups present their cases regarding the allocation of recreation resources. In addition, this approach sets the guidelines within which information from the other approaches is considered and decisions are ultimately made.

In the behavioural approach,

> ...recreation allocation decisions are not influenced primarily by the inherent capability of physical settings for specific activities, by past trends in use, by the economic characteristics of the resources and its users, or by the administative-political process.(Driver, 1976:170)

Rather, these considerations are supplemented by information concerning the reasons underlying an individual's participation, and what is derived personally by the individual from such participation (Knopf *et al.*, 1973:192; Driver, 1976:170); the focus is on the factors antecedent to observable behaviour, and on the satisfactions realized during and subsequent to participation. Conceptualizations of the nature of recreation and recreation demand, which are more complex than those within the historical use approach, are therefore required. Accordingly,recreation has been defined as "... a human experience which finds its source in voluntary engagements which are motivated by the inherent satisfactions derived therefrom and which occur during non-obligated time" (Driver and Tocher, 1970:29). Recreation demand can be equated with "... preferences for specific satisfying experiences that are desired, expected, and sought from the chosen activities" (Driver, 1975:166); the demand, therefore, is for the opportunity to participate in activities that are expected to provide desired consequences (Knopf *et al.*, 1973; Driver and Brown, 1975; Driver, 1976). The work of Driver and his colleagues has been directed towards the development of techniques appropriate for the identification and measurement of such consequences, and the integration of information of this sort into recreation planning and management decisions.

The ability of planners and managers to respond to the preferences of users depends to a considerable degree on the ability of these individuals to understand the users' perceptions of the recreation resource and the demands for recreational development that these give rise to (Burch, 1964; Hendee and Harris, 1970). Differences in preferences for resource development can be explained, in part, by the fact that all resources do not exist as objectively identifiable entities in the environment, but rather, are culturally defined (Hunker, 1964). A resource is

> ... an attribute of the environment appraised by man to be of value over time within constraints imposed by his social, political, economic, and institutional framework. (O'Riordan, 1971:4)

The functional nature of resources, reflecting social values, was recognized as being applicable to the concept of recreation resources by Clawson and Knetsch (1966:7),

> There is nothing in the physical landscape or features of any particular piece of land or body of water that makes it a recreation resource; it is the combination of the natural qualities and the ability and desire of man to use it, that makes a resource of what otherwise may be a more or less meaningless combination of rocks, soil, and trees.

Information on the perceptions and preferences of potential user groups should be considered by planners and managers, therefore, when they determine which of the recreational opportunities that could be developed in an area, should be developed. It is also important that information regarding user preferences be obtained so that planners and managers do not begin to develop recreational opportunities on the basis of what they think users want or prefer, or, more ominously, begin to dictate what the users' preferences and experiences should be (White, 1966; Hendee, 1969; Rostron, 1970; Clark *et al.*, 1971).

The need for such information would be less if the intuitions and judgements of the planners and managers about the users' recreational preferences, aspirations, and experiences were more accurate (Driver, 1976; Driver and

Knopf, 1977). There is ample evidence in recreation research literature, however, to indicate that a lack of agreement regarding the appropriate nature of development or use may exist between managers and users (Lucas, 1964; Hendee and Harris, 1970; Clark *et al.*, 1971; Lime and Stankey, 1971; Merriam *et al.*, 1972; Peterson, 1974a), and between different types of recreationists (Lucas, 1964; Stankey, 1972; Knopp and Tyger, 1973; Lucas and Stankey, 1974; Wong, 1979). When such differences do arise, the question may be raised as to whose views are more important, the managers' or the recreationists', and if the recreationists', which group of recreationists (Lucas and Stankey, 1974; Jackson, 1980). In this regard Jackson (1980) has noted that ultimately the choice of development strategy will be based not primarily on information regarding users' preferences and other behavioural information, but on more philosophical or subjective management goals and objectives. Nevertheless, such information is useful in guiding subsequent decisions once the larger choices have been made.

1.3 Behavioural Information and Camping Research

Traditionally, camping has been valued as a means of experiencing the attractions of the natural environment and of escaping from the stresses of urban life (Hendee and Campbell, 1969; Clark *et al.*, 1971). It has been recognized however, that all campers are not alike in terms of the motivations and expectations associated with their camping experiences, and that, for many campers in public campgrounds, camping is more of a social experience than an environmental one (Etzkorn, 1964; Burch and Wenger, 1967; Hendee and Campbell, 1969; Clark *et al*., 1971; Merriam *et al*., 1972).

In order to accommodate the varied demands of different types of campers, a camping system, comprised of different types of campgrounds offering different facilities and experiences, has long been advocated (Wagar, 1963; Burch, 1964; Burch and Wenger, 1967; Clark *et al*., 1971). Wagar (1963) suggested such a system include seven types of campgrounds including central, forest, peakload, longterm, travellers', backcountry, and wilderness campgrounds. Burch and Wenger (1967) collapsed these into three categories, namely, easy access or intensively developed campgrounds, remote or wilderness campgrounds, and combination car oriented or intermediate campgrounds. Lime (1972), noting that most campers appear to spend considerable time planning and selecting a campground before leaving home, suggested that efforts should be made to ensure the adequate provision of information regarding the nature of the facilities and experiences to be expected within an individual campground or type of campground. In this way could potential campers make choices appropriate to their needs and preferences from among the alternatives available.

Previous research has indicated the relevance of several socio-demographic variables such as age, education, income, occupational status, stage in life cycle, and urban-rural residence in differentiating between campers and the general population, and between participants with preferences for different styles of camping (Mueller *et al.*, 1962; Burch, 1964, 1966, 1969; Etzkorn, 1964; Burch and Wenger, 1967; LaPage, 1967b; Cole and Wilkins, 1971). One variable which one would intuitively expect to be an important consideration for regional recreation planners and managers is the place of residence variable which differentiates local resident campers from extra-regional tourist campers. The attention paid to this variable in the literature has, however, with some exceptions (Hunt, 1968; Hunt and Black, 1964; Tocher, 1969; McCool, 1976, 1978), been inadequate. These studies have suggested that the two groups display considerable variations in goals and motivations, and in subsequent activity and facility preferences. Given the considerable implications for regional recreation and tourism development strategies, in terms of resource management and facilities and program provision, that these differences suggest, and the likelihood that the variable might summarize a number of socio-demographic and trip characteristic variables in a particularly managerially relevant manner, a comprehensive examination of the place of residence variable is clearly warranted. For these reasons the place of residence variable is the primary independent variable to be considered in this thesis.

1.4 Study Objectives and Thesis Organization

The objectives of this study, broadly stated, are to examine the relevance of the place of residence variable for regional recreation planning and management by determining if resident and tourist campers can be differentiated along a number of pertinent dimensions. These include activity preferences, motivations and aspirations, and assessments of camping satisfaction. Three Territorial Park campgrounds near the City of Yellowknife in the Northwest Territories, which are utilized by both local residents and extra-regional tourists, serve as the study area for the research.

In the second chapter of this thesis a review of recreation research literature relevant to the subjects of the activity preferences of resident and tourist campers, the motivations and expectations associated with the camping experience, and the factors associated with camping satisfaction, is presented, as well as a more complete statement of the specific objectives and hypotheses of this thesis. In Chapter Three descriptions of the area and the campgrounds in which the study was conducted are given, and the research methodology by which data were collected is discussed. The fourth chapter contains a discussion of the differences between resident and tourist campers in terms of socio-demographic and trip characteristic variables, while differences between the two groups in terms of activity preferences, motivations, and camping satisfaction, the dependent variables in the study, are the subjects of Chapters Five, Six, and Seven respectively. Because associations are likely between the dependent variables and several of the socio-demographic and trip characteristic variables, the elaboration model of analysis (Rosenberg, 1968; Babbie, 1973) is used in each of these latter chapters to determine the relative importance of the place of residence variable in accounting for variations in the dependent variables; one contribution of the thesis is, in itself, the demonstration of the elaboration model. In the final chapter the findings of the study are reviewed, practical and theoretical implications and recommendations are discussed, and conclusions regarding the study and the role of behavioural information in recreation research are made.

2. CHAPTER TWO

A REVIEW OF THE LITERATURE

2.1 Introduction

From an overview of the literature it is apparent that a number of distinct but interrelated sets of topics have caught the attention of recreation researchers concerned with camping. These are the socio-demographic characteristics of the participants, the activity preferences of different groups of campers, the motivations and expectations associated with the camping experience, and the factors associated with camping satisfaction. In this chapter, each of these topics is first reviewed separately, and then an attempt is made to interrelate them utilizing a model, which also serves as the basis for the identification of specific hypotheses regarding differences between local residents and extra-regional tourists.

2.2 Socio-Demographic Characteristics and Camping Participation

Several socio-demographic variables have been found to be useful in differentiating campers from the general population (Mueller *et al.*, 1962; Burch, 1964, 1966, 1969; Etzkorn, 1964; Burch and Wenger, 1967; LaPage, 1967b; Cole and Wilkins, 1971). To summarize these findings briefly, camping has been found to be largely a family or group activity, and campers, as a group, are likely to have higher educational and income levels, and greater occupational status than the general population. Urban residents, specifically suburbanites, are more likely to go camping than are rural residents.

Socio-demographic variables have also been found to be associated with participation in different styles of camping. Burch and Wenger (1967) found that campers in intensively developed campgrounds were likely to have lower educational levels, and to come from lower occupational groups, than campers in intermediate, or remote campgrounds; no differences in camping style were found however between income categories. Age, perhaps reflecting the ability to participate in strenuous activities, was found to be associated with camping style in that campers 30 years of age and under were underrepresented in intensively developed campgrounds while campers 65 years or older were overrepresented. The observation that younger and older families without children were overrepresented in remote campgrounds, while families with young children were overrepresented in intermediate campgrounds, and families with children 5 to 14 years of age were more likely to camp in intensively developed campgrounds, led to the suggestion that an association existed between camping style and stage in the family life cycle. The study also confirmed previous findings that while urban residents were more likely to go camping than rural residents, rural residents preferred remote camping.

2.3 The Activity Preferences of Camper Subgroups

Hendee *et al.*, (1971), noting the strong relationships between social characteristics and recreational participation in general, suggested that associations also existed between these variables and preferences for specific activities. Feeling that "Too numerous and diverse to be analyzed separately, recreation activities must be classified into typologies of conceptually or empirically related activities for meaningful analysis" (Hendee *et al.*, 1971:33), they devised such a typology on the basis of the perceived "... underlying similarities or differences in the meaning of recreation activities" (Hendee *et al.*, 1971:28), and proceeded to examine the associations between activity preferences and different socio-demographic characteristics of a sample of campers. Descriptions of the five conceptually linked groups of activities in the typology are presented in Table 2.1.

The comparison of activity preferences by age showed that appreciative-symbolic activities, such as seeing natural scenery or hiking, and active-expressive activities, such as swimming or water-skiing, were preferred more often by younger respondents (20 to 29 years of age) than by older respondents (60 years or older), while passive free-play activities (relaxing, car sightseeing) were preferred more frequently by older respondents. Preferences for

TABLE 2.1

THE HENDEE, GALE, AND CATTON TYPOLOGY OF RECREATION ACTIVITY PREFERENCES*

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1. Appreciative-Symbolic: Activities directed toward appreciation of features of the natural environment. The recreationist's focus is on appreciation of material items in the environment rather than on their extraction in the form of "trophies," although areas visited and mountains climbed are surely borne as trophies in a symbolic sense. Preservation of the natural environment in its natural state is necessary for maximum enjoyment of most activities included in this category. . . .

2. Extractive-Symbolic: Activities characterized by the quest for trophies extracted from the natural environment. . . .

3. Passive Free-Play: Activities requiring little effort and . . . not confined to a forest environment. . . .

4. Sociable-Learning: Combines clearly social activities such as visiting, looking around camp, and singing, as well as nature study, hearing nature talks, and visiting exhibits. Both types involve intentional social interaction with others. . . . It is assumed that the social interaction involved, rather than the specific content of the activities, is the primary source of satisfaction.

5. Active-Expressive: . . . These activities do not require use of a Forest setting, in fact sometimes interfere with other types of activities. . . .

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* Abridged from Hendee, Gale, and Catton, 1971, pp. 29-30.

extractive-symbolic activities (fishing, hunting) were found to decrease with age but to rise again among older recreationists.

A comparison of activity preferences by education showed that preferences for appreciative-symbolic activities were associated with higher education while those with less education preferred extractive-symbolic, passive free-play and active-expressive activities. It was suggested by Hendee *et al.*, (1971:32) that these results were consistent with previous studies which showed that more highly educated recreationists participated in activities dependent on the appreciation of the natural environment.

The differentiation of subgroups of campers on the basis of age and education suggests that further research be done to determine whether variations in activity preferences exist for other variables. Sonnenfeld (1966) has suggested that the place of residence variable merits consideration in any discussion of space and landscape preferences, and Mercer (1971:270) has summarized the applicability of Sonnenfeld's argument to recreation research,

> At a time of accelerating geographical and social mobility it becomes increasingly important to recognize that the environmental attitudes and preferences of individuals are based on the standards of a multitude of other places. Sonnenfeld (1966, p.77) has stressed this point and has suggested that in any discussion of environmental needs and preferences the distinction between *natives* and *nonnatives* is critical. In general terms *nonnatives* are more or less transitory residents with a varied environmental experience against which to evaluate such things as landscape quality or the provision of outdoor recreation sites .... *Natives*, on the

> other hand, possess only the experience of their own immediate environment as a datum, with the result that they are likely to be less discriminating in their attitudes. (Italics in original)

The need to consider the environmental and activity preferences of recreation area residents and extra-regional tourists, with regards to the nature and scale of development, has been documented in several instances in the literature. O'Leary (1976) has documented the impact of a redefinition of land use from a primitive area to a national park (North Cascades National Park) on locally defined leisure patterns and places; residents were found to express antagonism at being forced out of traditional leisure places by the new regulations and the increased visitation by tourists. In an examination of the sport fisheries of British Columbia and the Yukon (Sinclair and Reid, 1974), it was noted that local attitudes towards non-resident use of local recreation resources varied regionally depending on the degree of crowding and other impacts experienced. Shontz and Dorfman (1977), using the concepts of recreational quality and invasion and succession, have attempted to model the impacts of a large recreation resort development on the established recreation patterns and satisfaction of "indigenous" campers.

The possibility of differences in environmental and activity preferences between local residents and extra-regional tourists has considerable implications for regional recreation and tourism development strategies in terms of resource management policy, facility and program provision, promotion policy, and the minimization of user conflicts (McCool, 1976, 1978). Research is thus called for to determine the exact nature of these differences between resident recreationists and tourist visitors.

It is not, however, a simple task to provide a definition which clearly differentiates between "recreationist" and "tourist", or more broadly, between "recreation" and "tourism". Rajotte (1974, 1975) has attempted a differentiation of recreation and tourist facilities based upon locational and economic impact considerations, but admits that hers is but "... a preliminary and very tentative step towards outlining some of the most obvious economic and locational differences occurring between the two systems" (Rajotte, 1974:58), and that considerable overlap exists. Britton (1979:279-280) has proposed a model of the geography of leisure in which,

> The distinction between tourist and recreational travel is functional .... Recreational travel tends to be a private, self-service undertaking, whereas tourism involves services catered by various firms. Recreational travellers tend to substitute their labours for services which tourists simply purchase, and a larger proportion of the former's expenditure is for primary requirements - gasoline for the pick-up truck camper, groceries, and sleeping bags - rather than "finished" services such as air transport, table d'hote meals, and air-conditioned, maid-serviced hotel rooms.

Britton acknowledges however that the differences are not clear cut and groups such as travelling campers might be considered as either recreational travellers or tourists.

The distinction between resident and tourist has usually been made on the basis of the spatial relationship between the individual's residential origin and the recreational destination: tourists are usually on extended trips at considerable distances from their homes, which lie outside of an established limit or boundary (Hunt, 1968:4). Tocher (1969:51) noted other distinguishing characteristics between resident recreationists and tourists including that recreationists made repeated visits to an area during the season, usually on weekends or during holiday periods, were less than one day's travel by auto from their residence, possessed intimate familiarity with the area, and had specific knowledge regarding recreational opportunities, while tourists usually made no more than one visit to the recreational area in a season, were more than one day's travel away from their residences, and possessed only general knowledge about the recreational opportunities in the area.

In spite of the absence of definitions which clearly differentiate between the two groups, a number of studies have been conducted which have examined further differences between the groups. Tocher (1969:59ff), basing his examination on the premise that an individual behaves differently in a known environment than in the unfamiliar surroundings encountered while on vacation, generated ten propositions regarding the differences between local recreationists and non-local tourists. These propositions were:

1. Local recreation visitors tend to be drawn from a wide cross-section of the socio-economic classes of the local region, whereas non-local visitors are predominately middle and upper classes.

2. Local recreation visitors tend to form distinctive social groups in addition to the family, while non-local visitors are seldom other than family groups.

3. The motivations of local and non-local recreation visitors differ. Local visitors are motivated by social opportunities, the chance to engage in recreational play and hobbies, the natural attractiveness of the site and a desire to escape the tensions of contemporary life. Non-local visitors are motivated by the primary image of the region and the convenience of the recreation area.

4. Local persons know much about their recreational opportunities and alternatives, while non-local visitors have imperfect knowledge.

5. Local recreationists select a site on the basis of a previously rewarding experience, whereas non-local visitors select a site on the basis of its relevance to their primary destination point.

6. Local recreationists have a relatively low commitment to any one visit, while non-local visitors have a very high commitment. [1]

7. The on-site behaviour of local visitors reflects a propensity to be active, to play and to socialize; whereas the non-local visitor tends to be passive, to look and to learn.

8. Local residents evolve an attitude of possessiveness and established rights toward their favourite recreation sites, whereas non-local visitors regard use of the same areas as a privilege.

9. The local visitor anticipates that authorities will grant a measure of strategic leniency in the

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[1] By commitment, Tocher means rigidity of behaviour. Local visitors, because of the option of repeat visits and because of the knowledge of alternative opportunities, have less invested in any one visit to a site than tourists, who often travel according to a preplanned schedule.

enforcement of rules and regulations, whereas non-local visitors expect the rules to be enforced as written.

10. The behaviour of the local visitor tends to be instrumental whereas that of the non-local visitor is expressive. [2]

In addition to these propositions, which exhibit a considerable degree of interrelatedness, Tocher suggested that the criteria used for judging the quality of the recreation environment and the experience are different for the two groups. Tourists are more dependent on the quality of the primary focal point or image of the region rather than on the quality of the recreation site for satisfaction. Local visitors, while proud and appreciative of their regional environment, take it for granted to a considerable degree and are more concerned with the quality of the specific recreation site (Tocher, 1969:36-37).

Evidence exists in several studies to confirm Tocher's propositions regarding the different recreational patterns of local residents and non-local tourists. Board *et al.* (1970) reported that the places most popular with local day-trip visitors to Britain's Dartmoor National Park were not the same as those frequented by long-distance visitors. Long-distance visitors were generally less knowledgeable about the Park and frequented the better known and more accessible places of interest. Local visitors, on the other hand, were less interested in sightseeing, and preferred instead, open air activities such as walking, swimming, or relaxing. Based on these observations, the suggestion was made that local residents and long-distance visitors have different recreational aims which take them to different recreational places (Board *et al.*, 1970:276).

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[2] By instrumental behaviour, Tocher means behaviour that is authorative, confident, and superior, since it is based on knowledge of local information. Expressive behaviour refers to the diffident, appeasing, co-operative behaviour of an individual in an unfamiliar situation.

Hunt (1968:7) noted that studies by Tocher and Kearns (1962) and Hunt and Black (1964) had indicated that tourists were interested in activities in which an intellectual or learning relationship between the recreationist and the resource resulted, while local users were more active in activities in which the recreationist had a physical relationship to the resource. Hunt (1968:6) suggested that,

> While on vacation the tourist is more interested in seeing and learning new things rather than doing the same things he does at other times. Although sightseeing and driving are very important activities among all user groups, the pursuits of the local user are more physical in nature such as hunting, fishing, boating, skiing, and so forth.

These observations formed the background to McCool's (1976, 1978) examination of the influence of the location of residence variable on the observed activity patterns of visitors to Utah State Parks. In the 1976 paper, the activity preferences of resident and non-resident day-users and campers at recreational, natural, and historical state parks were presented; in the 1978 paper, a more detailed analysis of the results at water-based resources in recreational parks was presented. Using the Hendee *et al.* (1971) typology as the basis for grouping activities into activity packages, McCool (1976:2; 1978:167) hypothesized that residents would participate more freqently in extractive-symbolic activities such as fishing, and active-expressive activities such as swimming, boating, and water-skiing, while tourists would participate more frequently in appreciative-symbolic activities (sightseeing, hiking, photography) and sociable-learning activities (nature study, visiting historic sites). These hypotheses were confirmed and McCool (1978:168-169) was led to state that "Participation in the activity packages was found to be dependent upon residence ...."

Important as McCool's findings are, several questions arise regarding the differences in activity preferences between resident and tourist campers. First, there is no evidence that McCool conducted any analyses to determine whether other socio-demographic variables were also associated with activity preferences. This would appear to be a necessary consideration given the results of Hendee *et al.*'s (1971) study in which age and education were found to be so associated; if socio-demographic variables were associated with the activity preferences, and were also associated with the residence variable, the relationships that McCool observed between activity preferences and place of residence might have been spurious.

Secondly, as McCool (1978) recognized, the question remains as to why such differences in activity preference should emerge. McCool (1978), supporting Lee's (1972) contention that a recreation site may be defined differently by different groups and thus be considered appropriate for different activities, suggested that resident and tourist campers saw the parks as different recreation places and that an analysis of social group influence (Burch, 1969; Cheek, 1971; Field and O'Leary, 1973) might be useful in explaining the differences in preferences.

A behavioural approach, which seeks information on the antecedent motivations and subsequent satisfaction of the two groups, would also appear to hold considerable potential since several of the studies mentioned above (Hunt, 1968; Tocher, 1969; Board *et al.*, 1970) have suggested possible interrelationships between these variables. Such information would both make a theoretical contribution and ultimately provide for better practical planning.

2.4 Motivations and Expectations Associated with the Camping Experience

An examination of participation alone provides but a superficial understanding of recreational behaviour. A deeper understanding is called for, in which are examined those concepts which have been variously referred to as motivations, expectations, desired consequences, or satisfactions. An examination of this nature is based on the assumption that all human behaviour is goal-directed (Driver and Tocher, 1970; Mercer, 1971; Knopf, 1972); recreational activities and environments are "... mediums for the satisfaction of several human needs ..." (LaPage, 1963:33).

Brown *et al.* (1973:20) have offered the following explanation of the interrelationships between motivations, expectations, and recreational participation,

> Motives are dispositions to gain specific types of satisfaction. Through various experiences the individual learns that certain objects (or activities) are likely to provide satisfaction. Confronted with an object or activity he sets up an *expectancy* regarding whether or not the object will provide satisfaction. With repeated trials reinforcement occurs, and the expectancy evaluation becomes automatic ... . Recreation activities are "related" to specfic motives. Recreation activities in the aggregate represent a phenonemon related to the fulfillment of human needs. (Italics in original)

This conceptualization is consistent with expectancy theory found in social psychology (Vroom, 1964; Lawler, 1973) and with Driver's (1975) socio-psychological model of recreation behaviour in which it is suggested that the choice of recreational activity and/or environment is strongly influenced by a problem state that cannot be, or for some reason is not, resolved in non-recreational pursuits. A problem state is defined as a gap or discrepancy between an existing or perceived state and one that is more preferred (Knopf, 1972:10). Problem states are associated with unmet needs, and the selection of an activity can be seen to have associated with it, desired and expected outcomes or consequences. Participation results in satisfaction or dissatisfaction which will influence future choice decisions when similar problem states arise.

Motivations underlying participation are not concrete entities, however, and cannot be measured directly; rather, they must be inferred from the analysis of observed behaviour or otherwise indirectly determined (Catton, 1969). A large body of work under the supervision of B.L. Driver (for example, Knopf, 1972; Driver, 1975, 1976) has been directed towards producing a reliable instrument which could identify and measure the motivational determinants of recreational behaviour, and detect variation in such motivations across various forms of recreation and among different types of users. Recreationists have been asked to rate the relative importance of a variety of statements as reasons for participating in their activities using modified Likert scales. These statements have been grouped into Desired Consequence Scales representing motivations and needs such as "temporary escape from environmental stress", "achievement", "experiencing nature", and so on. Findings from these studies have indicated that different forms of recreation address different desired consequences, and that within one form of recreation some consequences are more important to the individual than others. Schreyer and Roggenbuck (1978:377), summarizing the results of this type of research, stated,

> The conclusions that can be drawn from expectancy research in recreation are that (1) people have a variety of expectations for participating in recreational activities; (2) the expectations for participating in one recreation activity are usually different from the expectations for participating in another activity; (3) people engaged in the same activity sometimes seek different outcomes; (4) different types of recreationists using the same environment

> sometimes seek different outcomes; and (5) antecedent conditions as demographic, socioeconomic, and environmental variables have seldom, by themselves, been useful in explaining and predicting the motivations of recreationists.

Within the field of camping research there have been several studies which have attempted to determine the motivations underlying camping participation. Cain and Buckley (1964), in a study of visitors to Isle Royale National Park, found that "closeness to nature" and "relaxation" were rated "extremely important" by large proportions of the visitors while "escape from urban life", "to have an adventuresome experience", "solitude", and "to be self-reliant" were so rated by smaller proportions. Etzkorn (1964) found "rest and relaxation", "meeting congenial people", and "outdoor life" to be the three major clusters of camping values based on the responses to the question "what do you like most about camping?". From his findings, Etzkorn (1964:86) was led to believe that sociability and the social resources of the campground provided the main sources of satisfaction for the campers, rather than the environmental resources in the campground area. This social rather than environmental orientation among campers in public campgrounds has also been documented by other researchers (Burch and Wenger, 1967; Hendee and Campbell, 1969; Clark *et al*., 1971; Merriam *et al*., 1972; Dick *et al*., 1974) although traditional nature-oriented responses often result when campers are questioned about their goals and reasons for going camping. Clark *et al*.

(1971) in their study found that "gaining awareness of unspoiled beauty", "teaching my children about the out-of-doors", and "getting emotional satisfaction from solitude and tranquility" were considered to be "very important" by the majority of campers, while Merriam *et al.* (1972) found that "seeing the beauties of nature", "to see wildlife in its natural habitat", and "to take it easy" were rated "very important" most often from a list of reasons for going camping. Paradoxically, it would appear that many campers can pursue and achieve traditional goals even in large, developed campgrounds and through considerable social interaction with other campers (Clark *et al.*, 1971:148).

Knopf's (1972) results allow a comparison of the motivating states of campers in socially-oriented campgrounds and campers in natural areas. "Experiencing nature", "family togetherness", and "affiliation" were the motivating states most important to social campers. "Experiencing nature" was also ranked as the most important motivating state among the more environmental campers, with an importance score that was only slightly higher than that of the social campers; the importance scores for the twelve other motivating states were lower than those of the social campers.

Hollender (1977) has also explored the motivations underlying the camping experience. Based on the responses to forty-two motivation statements or items, he derived seven factors including "primitive lifestyle", "escape from routine responsibilities", "security of the campground", "entertainment", "aesthetic outdoor experience", "escape from urban stress", and "escape from familiarity". On the basis of these factors and the responses to a more direct question concerning the reasons for going camping, Hollender was able to add support for the compensatory hypothesis regarding camping participation - doing things that are different from what is done in normal, everyday life - which had been discussed in previous research (Burch, 1969; Harry, 1971; Knopp, 1972).

It is clear from this review of research concerned with the motivations underlying camping participation that the camper is responding to a complex and multidimensional set of needs. There are "push factors" resulting in a desire to escape from personal or environmental stress, as well as "pull factors" such as the attractions of a pleasant environment or time spent with friends or family (Tocher, 1969; Mercer, 1971). It is important to attempt to clearly identify and measure the nature of such motivations and expectations since, as Hollender (1977:140) has pointed out, such measurement would permit the identification of subgroups of campers based on the importance attached to various sets of motivations. Furthermore, "The quantitative measure of motivation also permits an investigation of the association between motives, values, demographic variables, and personality measures as antecedents of camping decisions and camping satisfaction" (Hollender, 1977:140). Finally, such information is potentially useful to planners and managers charged with providing facilities and opportunities for the realization of expectations, and thereby, the achievement of personal or family satisfaction.

2.5 Factors Associated with Camping Satisfaction

Just as it is important to examine the motivations underlying participation in order to gain a deeper understanding of the nature of recreation, so it is important to measure the success of the recreational engagement. A useful concept for such measurement is "recreational satisfaction".

The conceptualization of recreational satisfaction as an affective response to the discrepancy between expectation and achievement has been generally accepted in recreation and tourism studies (Michigan State University, 1962; Peterson, 1974b; Greist, 1976; Dorfman *et al.*, 1976a, 1976b; Pizam *et al.*, 1978; Schreyer and Roggenbuck, 1978). In the field of camping research, Bultena and Klessig (1969:349) have hypothesized that "...satisfaction with camping is a function of the degree of congruency between aspirations and the perceived reality of experiences." Furthermore, "Since human satisfaction stands as the ultimate goal of resource programs directed toward providing camping opportunities..." (Bultena and Klessig, 1969:348), it is important that attention be given to identifying factors contibuting to differential satisfaction.

Before the impact of various factors on satisfaction can be measured, it is necessary to first have some method by which the degree of satisfaction obtained can be determined. Some reseachers (LaPage, 1962, 1963, 1968; Foster, 1977) have used an overall evaluation or assessment of the recreational engagement; other researchers (Peterson, 1974b; Dorfman *et al.*, 1976b) have attempted to operationalize the aspiration - outcome discrepancy concept. Dorfman *et al.* (1976b) compared a single item measuring overall satisfaction with eight different operationalizations of satisfaction based on the perceptions, preferences, expectations, and importance of thirty-four items relating to general environmental conditions, specific campground facilities and features, and the goals and objectives associated with the camping experience. They found that the overall satisfaction item was moderately related to satisfaction measured by combining satisfaction scores for separate sources in the experience, but that the correlations with the difference measures (preference or expectation - perception) were not very high. They concluded that there was no single "best" measure of satisfaction, only different measures useful in different situations (Dorfman *et al.*, 1976b:32).

King (1966) noted that much of a camper's time is spent in and around his campsite and felt that campground design and facilities might be the most important determinants of satisfaction. A number of physical site attributes including the number of campsites available, intersite distance, flatness of site, variability in the surrounding landscape, distance to and size of the nearest lake, availabilty of a swimming area and other water sport facilities, and the availabilty of firewood and flush toilets have all been found to be associated with campground and campsite choice (Shafer and Burke, 1965; Duncan and Frissell, 1965; Shafer and Thompson, 1968). Foster (1977) found that campers in non-random (designated site) campgrounds expressed higher satisfaction than campers in random design campgrounds. After comparing the effects of elements such as actual and perceived intersite distance and screening, he was also able to suggest that "...the actual camping environment did not determine camping satisfaction but rather camping satisfaction was probably more closely related to variation in the campers' perception of their camping environment" (Foster, 1977:159).

Other factors which have been identified as being associated with dissatisfying camping experiences have been inclement weather, crowded conditions, inadequate facilities, especially toilets, and annoying or inconsiderate neighbours (Michigan State University, 1962; LaPage, 1962; Green and Wadsworth, 1966; Dorfman *et al.*, 1976a). Factors which have been identified as being associated with satisfying experiences have been opportunities for participating in related activities such as fishing, boating, and hiking, conditions of the natural environment such as scenic beauty and wildlife, and the opportunity to achieve goals and objectives such as resting and relaxing or enjoying peace, quiet, and tranquility (Dorfman *et al.*, 1976a; Shontz and Dorfman, 1977).

It has been noted that the factors contributing to satisfying camping experiences are simply not the converse of the factors contributing to dissatisfaction (Dorfman *et al.*, 1976a:22), but rather, are considerably different in nature. The negative factors are immediate and concrete (dirty toilets), while satisfaction appears to arise from larger considerations (realization of goals). It is important therefore, for campground planners and managers not only to identify and rectify negative features of the campground, and to reinforce and replicate positive features, but to be aware of and to attempt to understand the more intangible satisfactions and benefits associated with the camping experience. As Hawes (1978:249) has noted,

> It is certainly intuitively evident that the consumer is interested in the satisfaction to be derived from the *use* (or ownership) of facilities and supporting hardware, rather than the physical characteristics of the hardware itself. Campgrounds and tennis rackets are, in fact, only means to an end - not an end in and of themselves. (Italics in original)

Such an increased understanding is not only an academic or theoretical concern; when what is desired and expected in the camping experience is more completely understood, the provision of facilities, activity opportunities, and visitor programs may be more efficiently and effectively applied towards the creation of satisfying camping environments

(Hawes, 1978:249).

2.6 Relationships Between Variables

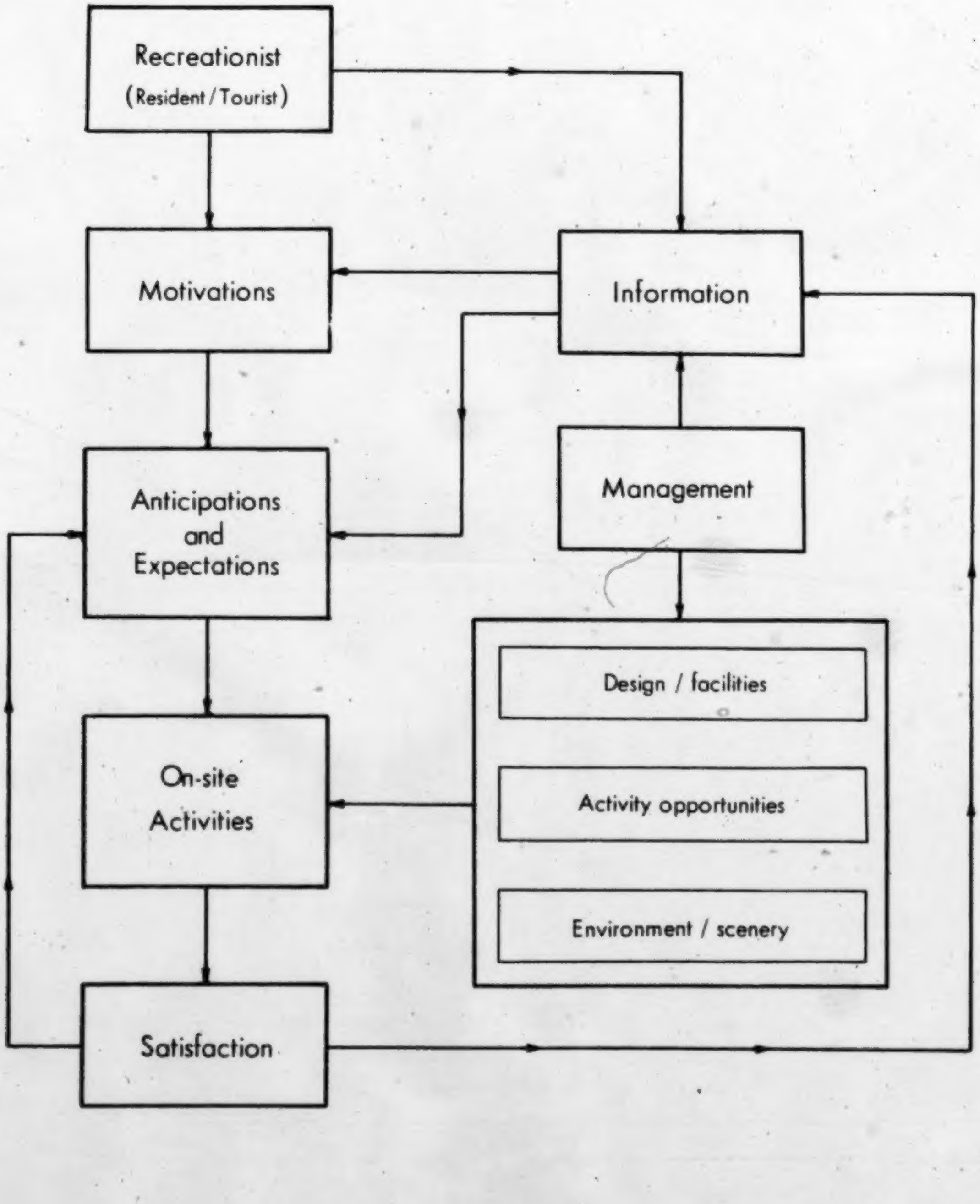
For convenience, the concepts and themes discussed above have been treated separately. It is apparent, however, that they are interrelated and, as such, a study should try to examine all of them simultaneously. A hypothetical model can be used to put them together into a system of variables, and thereby permit such an examination.

Driver's (1975) socio-psychological model of recreational behaviour allows such a comprehensive and holistic investigation. By attempting to determine the desired consequences associated with recreational participation, Driver has linked conceptually both the sources (motivations) and the products (satisfactions and benefits) associated with the recreation process (choice of activity and/or environment). Driver's model is complex, however, and the interrelationships between the variables of interest in this study can be summarized more clearly as in the following hypothetical model (Figure 2.1).

The model demonstrates the manner in which motivations, activity participation, and satisfaction are interrelated, and identifies the factors influencing these relationships. Consideration of the recreationist in terms of the resident/tourist designation would appear to be a useful way to enter the system of variables since other socio-demographic variables might be expected to be

Figure 2.1

INTERRELATIONSHIPS BETWEEN CAMPING PARTICIPATION VARIABLES


Recreationist
(Resident / Tourist)
Motivations
Information
Anticipations and Expectations
Management
Design / facilities
Activity opportunities
Environment / scenery
On-site Activities
Satisfaction

associated with it as well as variables which deal with the quantity and quality of information available to the recreationist. Past experiences, awareness of recreational opportunities, and knowledge of specific alternatives are all part of the information pool which influence the anticipations and expectations associated with the choice of recreational activities and/or environments; these anticipations and expectations are assumed to reflect to a considerable degree the recreationist's needs and motivations which initiate the whole process. The assessment of satisfaction is determined by the degree to which the anticipations and expectations were realized during the on-site activity. This assessment becomes part of the recreationist's experience and knowledge base, and will influence the expectations associated with future participation.

While the process as depicted is largely internal to the recreationist, management can play a prominent role in the degree of satisfaction achieved. First, management is often the provider of the "physical plant" which facilitates or constrains the recreationist's on-site activities and experiences. Secondly, management can provide a considerable input into the information pool of the recreationist and thereby influence the likelihood of realizing satisfying experiences by making anticipations and expectations realistic.

2.7 Statement of Thesis Objectives and Hypotheses

Based on an understanding of the relevant literature and the hypothetical model described above, it is possible to state the objectives and hypotheses of this thesis. It is the objective of this thesis to determine whether local resident campers and extra-regional tourist campers can be differentiated in terms of activity preferences, antecedent motivations and expectations, and subsequent assessments of camping satisfaction, and if so, in what manner, and for what reasons, can they be differentiated. In order to do so, the following hypotheses are stated:

> 1. Resident campers and tourist campers can be differentiated in terms of their activity preferences. Specifically, residents will indicate a greater social or activity orientation towards the camping experience in their preferences while tourists will indicate a greater environmental orientation in theirs.

This hypothesis is based on the results of previous studies which have examined the activities of residents and tourists (Hunt, 1968; Tocher, 1969; Board *et al.*, 1970; McCool, 1976, 1978;). Hunt (1968:6) and Tocher (1969:74) both have suggested that local residents tend to participate in more active or physical activities while tourists tend to be more passive and interested in seeing and learning. McCool (1976, 1978) found residents in his sample of campers participated more frequently in extractive-symbolic (fishing) and active-expressive (swimming, boating) activities while tourists participated more frequently in appreciative-symbolic (sightseeing, photography) and sociable-learning (nature study, visiting historic sites) activities. In examining the orientation revealed in resident and tourist campers' activity preferences, this study hopes to replicate these previous findings.

> 2. Resident and tourist campers can be differentiated in terms of the motivations and expectations underlying their decisions to go camping. Specifically, residents will rate motivation statements which express a social orientation towards the camping experience higher in importance than will tourist campers, who will rate motivation statements which express an environmental orientation towards the camping experience higher in importance.

It has been suggested in several studies that recreationists may have a number of reasons for participating in a recreational activity, and that different groups of recreationists participating in the same activity may value certain outcomes differently (Knopf, 1972; Driver, 1976; Schreyer and Roggenbuck, 1978). This hypothesis tests the validity of these propositions for two particular groups of recreationists, resident and tourist campers, since Tocher (1969:66) suggested that their motivations were indeed different. Furthermore, the hypothesis is consistent with that dealing with the activity orientations of resident and tourist campers and, if supported, would help explain why the expected differences in activity preferences occur.

> 3. Resident and tourist campers can be differentiated in terms of their assessments of their camping satisfaction. Specifically, residents will express greater satisfaction with their camping experience than will tourist campers.

This hypothesis is based on the suggestion that local residents are likely to possess greater knowledge of the recreational opportunities and alternatives available in an area than tourist visitors (Tocher, 1969:67-68; Mercer, 1971:266). Such greater knowledge puts residents in a better position to be able to match their camping aspirations with satisfying recreational environments with the result that they should report greater satisfaction.

3. CHAPTER THREE

STUDY AREA AND RESEARCH METHODOLOGY

3.1 Introduction

In this chapter are described the area in which the study was conducted and the research methodology by which data appropriate for the testing of the hypotheses set forth in section 2.7 were obtained. These two subjects are treated together within one chapter for, in fact, the choice of the study area was an important aspect of the research design, and that choice subsequently influenced portions of the research methodology.

3.2 The Study Area

3.2.1 Rationale for the Choice of the Yellowknife Area

The Yellowknife area, specifically the three Territorial Park campgrounds in the vicinity of the City of Yellowknife, was considered to be well suited for the purposes of a study designed to differentiate between residents and tourists because these recreational resources are well used by both camper groups, and the somewhat isolated location of the area makes possible a clearer distinction of residents and tourists than has been the case in previous studies. The Territorial Parks Branch can be seen as having a dual function in the Yellowknife area: that of providing recreational opportunities for local residents, and that of providing recreational opportunities and accommodation for non-resident tourists. The literature review suggests that the motivations and activity preferences of residents and tourists may not in fact be the same; thus information regarding the nature of the differences within its clientele would no doubt be useful to the Territorial Parks Branch.

In previous studies concerned with the resident/tourist dichotomy, the criterion used to distinguish a resident from a tourist was residency in some administrative region such as a state (Hunt, 1968; Tocher, 1969; McCool, 1976, 1978). Designation based on this criterion, however, does not consider the fact that, because of location, out-of-state visitors may in fact be more familiar with and use more frequently a recreation resource than recreationists, who reside within the administrative region but at a greater distance from the resource. The choice of Yellowknife as the study area overcame these problems in delimiting the extent of the local recreation area since its isolated location made a camper clearly a resident of Yellowknife, or a tourist from elsewhere.

Practical considerations also played a role in the selection of the Yellowknife area as the study area. Because the area was small in terms of its areal extent and its camping population, it was felt that a reasonably thorough study could be undertaken given both financial and temporal constraints.

3.2.2 Regional Geography

The City of Yellowknife is located on the west shore of Yellowknife Bay on the North Arm of Great Slave Lake in the Northwest Territories, Canada, at 62°28′ north latitude and 114°27′ west longitude (Figure 3.1). The City is located 1524 km (947 mi) from the City of Edmonton, Alberta by road, via the Mackenzie and Yellowknife Highways. The Alberta portion of the Highway is paved while most of the portion north of the 60° north parallel (534 km) is an all weather gravel road. The Mackenzie River is crossed at a point southeast of Fort Providence by toll-free ferry during the summer months and by ice road in winter. During the breakup period in the spring and freezeup in the fall the road is closed for periods of up to a month.

An imaginary line drawn through Fort Smith, Great Slave Lake, and Great Bear Lake separates the Canadian Shield physiographic region, which lies to the north and east, and the sedimentary plain of the Mackenzie Lowlands, which lie to the south and west (Bourne, 1963:10). The topography of the Yellowknife area is thus typical of the Canadian Shield, being generally flat, but moderately rugged in detail, with many bare rock outcrops and ridges rising above numerous lakes and muskegs. The local relief in the Yellowknife area is in the order of fifteen to sixty m (Bourne, 1963:16; Slaney, 1975:19).

The surface terrain shows extensive evidence of past glacial activity in the strongly lineated nature of the

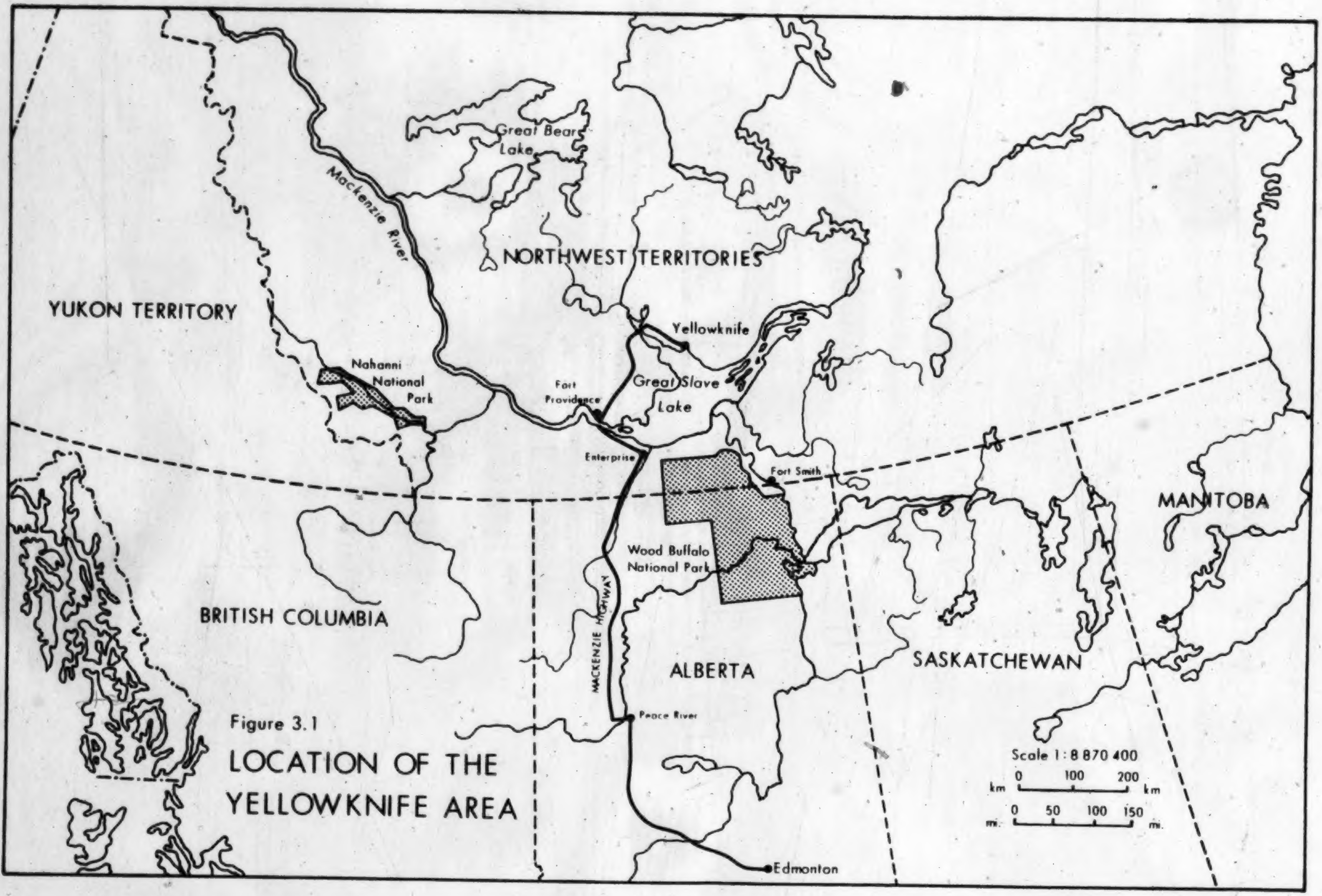

YUKON TERRITORY
NORTHWEST TERRITORIES
Great Bear Lake
Mackenzie River
Nahanni National Park
Yellowknife
Great Slave Lake
Fort Providence
Enterprise
Fort Smith
Wood Buffalo National Park
MANITOBA
BRITISH COLUMBIA
MACKENZIE HIGHWAY
ALBERTA
SASKATCHEWAN
Peace River
Edmonton
Scale 1 : 8 870 400
km 0 100 200 km
mi. 0 50 100 150 mi.

Figure 3.1

LOCATION OF THE YELLOWKNIFE AREA

scoured and grooved outcrops and the depressions which are occupied by water bodies and deposits of sands and gravels (Bourne, 1963:11). Considerable faulting has occurred in the area as exhibited by the West Bay Fault which separates the Old Town from the New Town in Yellowknife and which has displaced the gold bearing ore zone by approximately five km (Bourne, 1963:16; Slaney, 1975:19).

The area is in the subarctic climatic zone with long, cold winters and short, warm to hot summers; it is thus not unlike the climate of the Prairie Provinces although the temperatures are lower. The mean temperature for January is -26.6°C (-19.4°F), and for July, the warmest month, 16.1°C (60.8°F). and 11.4°C (52.6°F) respectively. The record maximum temperatures recorded for this month is 32.2°C (90°F) and the record low, 0.6°C (33°F). The annual precipitation for the area is approximately 249.9 mm (9.84 in.) with a slight summer maximum in the form of rainfall. [1] Because of the high northern latitude, up to twenty hours of sunlight a day are recorded during the summer months.

The parent materials of glacial till, glacio-fluvial sands and gravels, and glacio-lacustrine sands, silts, and clays (Bourne, 1963:22), and the severe climate yield soils of poor quality. These poorly developed soils, along with the severe climate, rocky terrain, and inadequate drainage, limit the size and density of vegetative growth in the area.

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[1] Temperature data are based on those of Slaney (1975:13) and the Government of the Northwest Territories (1978:2-3). Precipitation data are from Slaney (1975:13).

Sparse growths of stunted black spruce, white spruce, jack pine, and tamarack cover much of the area while in local areas of improved soils and drainage more mature stands of these species as well as deciduous willows, birch, aspen and balsam poplar are found. The Yellowknife area is thus in a transition zone of the northern boreal forest with the heavily forested Mackenzie Lowlands to the south and west and the treeless barrens approximately 240 km (150 mi.) to the north and east of Great Slave Lake (Bourne, 1963:23).

The economy of Yellowknife is based on territorial and federal government functions, transportation and distribution services for the Western Arctic, and two gold mines in the area. The 1976 census figures showed that Yellowknife had a population of 8,256 and a 1977 study (Runge, 1978) estimated the population at approximately 9,128. This last study reported that the average income for a Yellowknife household was $24,100 and the average income for the head of the household was $19,200. The Runge study (1978) also found that a large proportion of Yellowknifers was relatively young (53% of the respondents were between 15 and 39 years of age), had a good education (42% of the respondents had an average of just under four years of college), and were highly transient (more than 30% of the respondents had lived in Yellowknife for less than two years and only 22.8% were home owners.) [2]

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[2] In order to better appreciate these figures it is useful to compare them with data for the City of Edmonton, Alberta. Figures from the 1976 census indicate that 45.5% of

The opportunity for extensive summer outdoor recreation in a semi-wilderness environment is a major aspect of the quality of life for Yellowknifers. The present recreational pattern is greatly influenced by the existing road network around the city which provides access to the interior lakes. The Ingraham Trail (N.W.T. Highway No. 4), a gravel road extending 64 km (40 mi.) eastwards from the city, is the most significant in this regard as it provides access to two of the three campgrounds in the area, Prelude Lake and Reid Lake Territorial Park campgrounds, as well as to picnicking and lake access facilities at the Yellowknife River, Prosperous Lake, Madeline Lake and Pontoon Lake Territorial Park picnic sites (See Figure 3.2). The Trail also provides access to other lakes and rivers in the area such as Pickerel and Tibbitt Lakes, and the Cameron River system.

The completion of the Mackenzie Highway in 1962 allowed access to the Yellowknife area by auto tourists and the numbers of such road visitors have risen steadily since then. Travel industry reports have estimated that of these visitors approximately forty to forty-five percent include Yellowknife in their travel plans (Government of the Northwest Territories, 1971, 1974, 1975, 1976); it appears

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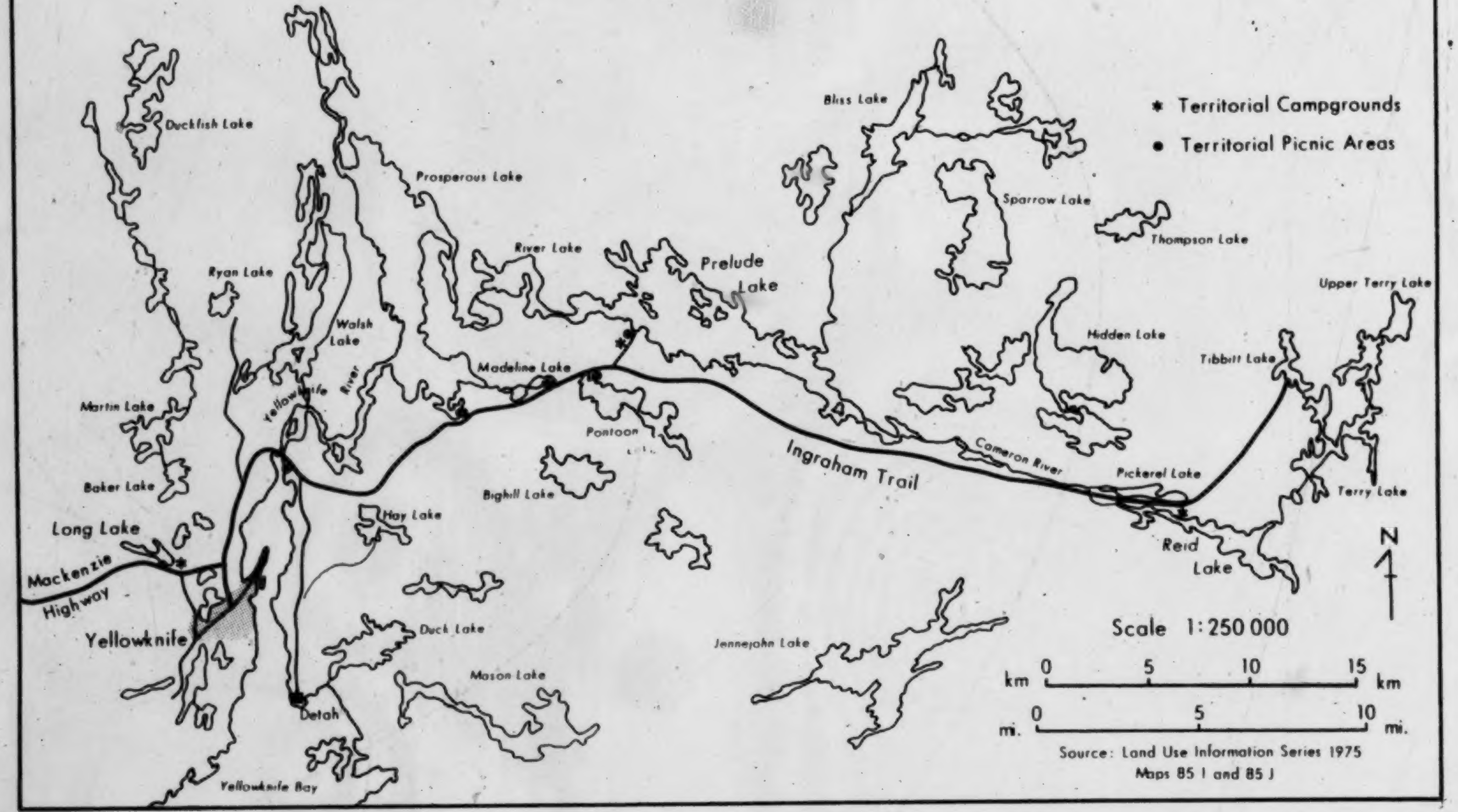
[2] (cont'd)Edmontonians were between 15 and 39 years of age, 14.0% of those over 15 years old had some university education, and 51.1% owned their own homes. Slaney (1975:38) refers to an unnamed federal survey of family expenditures which compared the average income of Yellowknifers and Edmontonians in 1972. This survey reported that the average income of Yellowknifers ($13,800) was higher than that of Edmontonians ($10,945), and that the average Yellowknifer spent more of his income (5.4% or $788) on recreation than did the average Edmontonian (4.2% or $469).

Figure 3.2

TERRITORIAL PARK FACILITIES IN THE YELLOWKNIFE AREA


* Territorial Campgrounds
● Territorial Picnic Areas
Duckfish Lake
Prosperous Lake
Bliss Lake
Sparrow Lake
Thompson Lake
Ryan Lake
River Lake
Prelude Lake
Upper Terry Lake
Walsh Lake
Hidden Lake
Tibbitt Lake
Madeline Lake
Martin Lake
Yellowknife River
Pontoon Lake
Ingraham Trail
Cameron River
Pickerel Lake
Terry Lake
Baker Lake
Bighill Lake
Hay Lake
Long Lake
Mackenzie Highway
Reid Lake
N
Yellowknife
Duck Lake
Jennejohn Lake
Scale 1:250 000
Mason Lake
km 0 5 10 15 km
mi. 0 5 10 mi.
Detah
Yellowknife Bay

Source: Land Use Information Series 1975
Maps 85 I and 85 J

that "In spite of (or possibly because of) its most extreme distance from the point of entrance to the Northwest Territories, Yellowknife remains the most often visited community" (Government of the Northwest Territories, 1971:5).

Figures for 1974 and 1975 indicated a decline in the number of road visitors. Although the reasons for this decline are not known for certain, the economic instability of the period, the fuel crisis, and subaverage summer weather conditions may have all been contributing factors (Government of the Northwest Territories, 1975:4). Other limits to the potential of auto tourism in the Yellowknife area, as noted by Bourne (1963:107), exist in the fact that it is a fairly long trip, over a gravel road, through rather ordinary scenery in the Mackenzie Lowlands; furthermore, this trip must be made twice, to Yellowknife and back, since there is at present but one access road. Finally, the attractions in the area are insufficient to hold a visitor in the area for longer than three or four days or to induce a second trip unless the visitor is keenly interested in fishing. As Bourne (1963:47) has commented in this regard, "To supplement the excellent fishing grounds, however, the area has little to offer the prospective tourist other than its northern location and tours of the producing gold mines."

3.2.3 The Yellowknife Area Territorial Park Campgrounds

Three Territorial Park campgrounds exist in the Yellowknife area, Yellowknife, Prelude Lake, and Reid Lake at distances of seven, twenty-nine, and fifty-nine km (four, eighteen, and thirty-seven mi.) respectively from Yellowknife (Figure 3.2). All three campgrounds are semi-primitive in nature, providing simple, basic facilities and access to water-based recreational activities. The facilities and activities available at the three campgrounds are presented in Table 3.1.

Yellowknife Territorial Park campground is the largest of the three with forty-four camping pads provided, including a number of pull-through sites for the convenience of larger trailers and motor homes. The campsites have been laid out around a large rock outcrop in the centre of the campground at the top of which one of the three kitchen shelters has been located. Rock ridges are also found along the eastern and western edges of the campground. Small conifers and low bushes constitute the largest part of the intersite vegetation while larger spruce and tamarack separate the campground from the beach area of the adjacent Long Lake Territorial Park picnic area.

The campground is subject to heavy summer use by both Yellowknife and tourist campers. A user survey conducted by Territorial Parks personnel in 1974 (Government of the Northwest Territories, 1975:46) showed that campground occupancy for July, the busiest month, was 87% of potential

TABLE 3.1

FACILITIES AND ACTIVITIES OFFERED AT THE YELLOWKNIFE AREA TERRITORIAL PARK CAMPGROUNDS

	Territorial Campground		
Feature	Yellowknife	Prelude Lake	Reid Lake
Size (in acres)	41	85	1114
Camping Sites	44	28	28
Picnic Sites	0[a]	20	10
Kitchen Shelters	3	1	0
Pit Toilets	6	10	4
Drinking Water	A	A	A
Firewood	A	A	A
Campsite Stoves	A	A	A
Sewage Dump	A	NA	NA
Boat Deck	NA[a]	A	A
Launching Ramp	NA[a]	A	A
Boating	A	A	A
Fishing	A	A	A
Swimming	A	A	A
Hiking	A	A	A

A - indicates availability of facility

NA - indicates non-availability of facility

a - facility is available at adjacent Long Lake Territorial picnic area

Source: Government of the Northwest Territories, 1977. Canada's Arctic, Official Travel Map.

capacity. Appoximately 20% of the camping parties were Northwest Terriories' residents while 44% were from southern Canada and 19% were from the U.S.A. or overseas; 17% of the parties were unidentifed.

Survey figures for 1975 (Government of the Northwest Territories, 1976:40) showed a decline in the numbers of party-nights by approximately 20% to 1400. Figures for 1975 also showed that Yellowknife campground accounted for 65.5% of all the party-nights recorded in the three campgrounds.

The Prelude Lake Territorial Park campground is part of a recreational complex that includes a picnic area, a cottage subdivision, and a lodge which rents cabins, as well as boats for use on Prelude Lake. The campground has twenty-eight sites, twenty in a lower, larger loop and eight in a smaller loop; the picnic area with twenty tables and a kitchen shelter is adjacent to the larger loop of campsites. A rock outcrop which is located to the north of the campground provides a viewpoint overlooking Prelude Lake; an extension of this outcrop also separates the smaller loop of campsites from the main campground. The deeper sandy soils in this area result in larger stands of jack pine and spruce in the campground. Prelude Lake campground is usually filled to capacity on weekends but is largely unoccupied during the week.

Reid Lake Territorial Park campground has twenty-eight campsites and is located in a dense stand of jack pines and spruce although smaller spruce occupy a lower, swampier area nearer the lake. A small picnic area and beach are located adjacent to the campground. A view to the north over Pickerel Lake is possible from the rear of several of the sites in the campground. Reid Lake campground is subject to heavy weekend use but is largely unoccupied during the week.

3.2.4 Previous Recreation Studies in the Area

A number of studies which had examined aspects of the recreational environment in the Yellowknife area were reviewed during the period in which the research methodology for this study was being formulated. These studies were invaluable in describing campground use volumes and patterns, and in making the researcher aware of what questions had been asked before, and what responses had been given then and might be expected in the present study. The auto exit survey of 1969 (Government of the Northwest Territories, 1970) and the user surveys for the Yellowknife area campgrounds of 1974 and 1975 (Government of the Northwest Territories, 1975, 1976) and some of their findings have previously been alluded to.

Another study which was of special importance was an outdoor recreational land use and activities survey of Yellowknife residents undertaken in the fall of 1977 (Runge, 1978). The purpose of the study was to provide information on the outdoor recreation patterns of Yellowknife residents for an intergovernmental committee composed of representatives of the Federal, Territorial, and City governments. The committee had been established to guide the development of a recreational land use plan for the area. Approximately one-fifth of Yellowknife households were contacted and questioned about their past, present, and future activity participation rates. From a list of twenty-four activities, tent camping ranked fourth behind fishing, picnicking, and driving for pleasure in terms of present participation. Approximately one-third of the sample indicated such participation, mainly on weekends, and as a family activity. Concerns mentioned by this group were the need for additional sites, increased facilities, and improved maintenance. Recreational vehicle camping, which was given as a separate activity on the list, placed fifteenth in terms of present participation; approximately 12.2% of the population surveyed indicated such participation, again predominantly on weekends, and as a family activity. Concerns mentioned by this group were water and electrical hookup facilities, dumping stations, improved campground maintenance, and the need for recreational vehicle campsites. The survey showed that the trend for increased tent camping in the future was negligible, but an increase in recreational vehicle camping by 93.7% by 1981 was predicted. Furthermore, the sample listed camping second in terms of improved facilities required behind skating.

Unknown to the researcher another recreation study was being conducted in the north during the summer of 1978, a northern travel survey jointly sponsored by the Canadian

Government Office of Tourism, Tourism Yukon, and the Northwest Territories' Division of Tourism (TravelArctic). The Northwest Territories' portion of the study consisted of a non-resident auto exit survey conducted at Enterprise. The Enterprise survey had no effect on the present study, but apparently the reverse was not true as several outbound tourists refused to be interviewed, stating that they had already been interviewed in the Yellowknife area. [3]

The purpose of the study was to gather information on visitors' characteristics, trip and activity patterns, and needs and expectations regarding facilities and services which would serve as a useful input into a tourism development strategy. The results of the survey showed that 79% of the auto visitors were southern Canadians (49% of the total from Alberta alone), while 20% were Americans of whom Californians and Minnesotans formed the largest groups. Visiting friends and relatives was the most frequently mentioned reason for the trip, and fishing, sightseeing, and water recreation were the most frequently mentioned activities (Deloitte, Haskins and Sells, 1979).

3.3 Research Methodology

3.3.1 The Choice of Research Technique

The research methodology employed in any study must be seen as the means by which data pertinent to the aims and objectives of the study are collected and measured (Oppenheim, 1966; Babbie, 1973). The subjects of this study were campers camped in the three Yellowknife area Territorial Park campgrounds. Registration records are not kept for these campgrounds and therefore lists of campers' names, from which a sample might have been drawn, were unavailable; an on-site study was thus required. The nature of the concepts to be investigated made observation techniques inappropriate and necessitated the administration of a questionnaire survey of some sort. It was felt that an on-site interview survey rather than a self-completed hand-in or mail-back survey was required in order to ensure a greater response rate and a more comprehensive sample than might otherwise have resulted. The lower refusal rate associated with interview surveys was considered to be especially important in this study since many Northeners complain of being "surveyed to death" and a major recreational study had in fact been conducted in Yellowknife during the previous fall.

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[3] Keith Thompson, Head, TravelArctic, Government of the Northwest Territories. Personal communication, August 22, 1978.

The conventions associated with the technique of interviewing and the design of questionnaires have been explained fully elsewhere (See, for example, Oppenheim, 1966; Burton and Cherry, 1970; Babbie, 1973) and will not be dealt with here in any great detail. In order to allow camparison of results between respondents a standardized or structured interview schedule was used. One interviewer conducted all the interviews in an attempt to minimize bias or at least make such bias unidirectional and consistent.

3.3.2 The Instrument - The Questionnaire

The variables and interrelationships on which this study focuses have been identified in the previous chapter and depicted graphically in Figure 2.1. That diagram serves as a useful referent when examining the content of the questionnaire (Appendix A) to see which questions were used to measure which concepts.

The respondent's place of residence was determined in question 1 by asking directly if the respondent was a resident of Yellowknife or not; residence-related questions followed which concerned the length of residence in Yellowknife if the respondent was a local resident, or with the location and size of the place of origin if the respondent was a tourist. These questions were chosen to be the first questions in the interview because they were considered to be simple, direct, easy to understand, and non-offensive, and thus useful in easing the respondent into the interview and allaying any initial apprehensions about being involved in the study. Furthermore, in that most people are pleased to speak of where they are from, the questions served to communicate that the interviewer was interested in the respondent and therefore allowed rapport to begin to be established between the two. Other information dealing with the personal characteristics of the camper such as age, education, occupation, and income were also asked; these questions, however, were left to the end of the interview when rapport had been established and the respondent was less likely to be hesitant about imparting such information to the interviewer.

Questions 2, 3, and 4 were designed to gather information on several trip characteristics including how long the camper had been camped in the campground already, how long his intended stay was, and whether or not he had ever camped there previously. Again the questions were simple, factual, and non-offensive, and served to further attract the respondent's attention and interest while gathering useful information.

In order to determine the nature and extent of the information base of the respondent and the resultant process of choice among alternatives, questions 5, 6, and 15 were asked concerning how the camper first learned of the campground, why he chose to camp in the campground he was in rather than in one of the two other campgrounds in the area, and whether he had or would be staying in any of these other campgrounds. Because of the wide variety of responses possible for these questions, and because it was useful for the interviewer to be able to probe for deeper answers, the open-ended response format was utilized for these questions.

The activities that the campers had planned to participate in during their camping trip were determined in question 7. The open-ended format of the question allowed the respondent to give as many answers as he or she saw fit.

The more controlled approach of offering the respondents a list of possible activities to respond to was considered but was rejected because it would have tended to increase the length of the interview. Furthermore, such a list might have influenced the responses in that respondents might be cued by the list to give activities in which they had participated in, rather than those which were important to them when they made their decisions to go camping.

The motivations and expectations underlying the decision to participate in the camping trip were ascertained through the examination of the responses to a list of motivation statements in question 16. These statements were chosen to represent dominant themes which had emerged during a comprehensive review of past camping motivation studies. Time constraints, associated with the on-site interview format, prevented the interviewer from questioning the respondents on a large number of motivation statements, however. In addition, the items chosen were required to be reasonable for presentation in a face-to-face situation and not excessively ethereal or esoteric.

It had been hypothesized that not only could resident and tourist campers be differentiated in terms of the motivations underlying their participation but that the differences would be such that resident campers would indicate a greater social orientation in their motivations while tourist campers would reveal a greater environmental orientation. The statements chosen for inclusion in the questionnaire therefore had to not only tap themes prevalent in the literature, but also had to be distinguishable as expressing either a social or an environmental orientation towards the camping experience. Thus statements clearly expressing social themes, such as "Spending time with the family", "Resting and relaxing", and "Enjoying the friendly, social atmosphere", were included, as well as statements which expressed a greater environmental orientation, such as "'Roughing it' for awhile", "Seeing the beauties of nature", and "Enjoying peace, quiet, and solitude".

The respondent was allowed to indicate the relative importance of each of the statements on a five position rating scale, or modified Likert scale, as it has been referred to in the Driver studies (Knopf et al., 1973; Driver and Knopf, 1974). In order to ensure that the respondent was aware of each of the five responses ("Very Important", "Quite Important", "Moderately Important", "Not Too Important", "Not at All Important") available to him or her throughout the period in which the motivation statements were being read, a 14 cm by 10.5 cm plastic-encased card listing the alternatives (Card "B", Appendix A) was given to the respondent. Since it was important for the respondent to think of the statements in terms of motivations and aspirations antecedent to on-site participation, special efforts were made in the preamble of the question to emphasize that the respondent was to think back to his motivations prior to participation.[4]

The respondents were given the opportunity in question 17 to express any other motivations that may have been very important in their decisions but had not been mentioned among the eighteen statements in question 16. The open-ended format of this question permitted the respondent to supply as many answers as he or she saw fit.

Questions 18 and 19 sought to measure the concept of camping satisfaction. In question 18 an assessment of the stay, expressed in the respondent's own words, was asked for; the wording of the question was identical to that used in Foster's (1977) study of factors influencing camping satisfaction. In question 19, a similar assessment was required, but a five position rating scale was used to indicate the degree of camping satisfaction; since the respondent had so recently completed the motivation section and was therefore aware of the nature of the five responses possible, a card indicating these responses was not provided.

It was thought to be useful to have these two indicators of the same concept so that one might serve as a check of the accuracy (or adequacy) of the other, and to provide more data on the camper's satisfaction than would have been the case had only one measure been used. Question 18 allowed the respondent greater freedom in indicating his satisfaction; these responses, however, later had to be subjectively interpreted as to the degree of satisfaction expressed in them and were thus subject to bias and error in interpretation. Question 19 forced the respondent to rate his or her satisfaction from a range of predetermined categories; these choices however were subject to no interpreter's error.

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[4] Knopf (1972: 129-130) has recognized the methodological problems involved in asking respondents about the importance of motivation statements during or after participation when they might attach high importance to expectations realized. Knopf suggested, however, that the statements do in fact measure the reasons for selecting the activity if careful attention is paid to the manner in which the list of reasons or motivations is introduced to the respondent. Cain and Buckley (1964:55) had previously reported that only small differences were found in the assessments of the relative importance of six reasons for camping by respondents interviewed before and after participation.

In addition to these more or less direct measures of camping satisfaction, two questions which could be considered as surrogate indicators of satisfaction were asked. Question 8 asked the respondents whether they had been successful in fulfilling their activity intentions and question 14 asked about their willingness to return to the campground in the future.

Information on the positive and negative features of the campground which might be expected to influence camping satisfaction was sought in questions 9 and 10 which gave the respondent an opportunity to identify those campground features which were liked or disliked. Further information of this nature was sought in questions 11, 12, and 13 which asked for the respondent's opinions on the amount of vegetative screening between campsites, the distance between campsites, and the overall level of development in the campground. Question 20, which came immediately after the two questions which sought to determine the campers' satisfaction with their stays, asked for suggestions about improvements in facilities or management practices that would make the campground a more satisfying place to camp.

On the final page of the questionnaire were two questions concerning the respondent's sex and camping unit which the interviewer could complete after the interview. Also on this page was a blank space in which could be recorded any observations, impressions regarding the interview, or interesting comments made by the respondent during or after the interview.

The interviewer carried two 14 cm by 10.5 cm plastic-encased cards on both sides of which was printed information which would aid the respondent in answering particular questions. Card "A" was used with tourist campers only and presented several categories relating to the size of the tourist's place of residence. Card "B" was used in association with the motivation statements of question 16 and served to ensure that the respondents would be aware of the five responses possible thoughout the question. Cards "C" and "D" presented the response categories possible for questions 22 and 24 which concerned the respondent's education and level of income. It was hoped that the use of these latter cards would help to overcome any reluctance a respondent might have to revealing specific, personal information; the respondent could, for example, say his total annual income was represented by category "5" rather than saying his income was a specific amount.

The interviewer also carried two letters of introduction (Appendix A), one from his thesis supervisor, and one from Mr. Don Pruden, Head of the Territorial Parks Branch, which served to identify the researcher and the nature of the study being conducted should such identification be requested . During the entire interviewing period, however, only one camping party asked to see such identification.

3.3.3 The Pretest Period

After the questionnaire had been drafted, several professors and graduate students in the Department of Geography at the University of Alberta, with experience in questionnaire design, were approached and asked to identify problems in structure and wording; several such problems were identified and appropriate changes were made. A copy of the proposed questionnaire was then sent to Mr. Don Pruden, Head of the Territorial Parks Branch, for permission to make mention of the Territorial Parks Branch in the introduction in order to lend an air of authority to the survey, and for approval of the questionnaire in general. Mr. Pruden gave such permission and approval, but requested that a phrase be added to the introduction of the section dealing with socio-demographic characteristics which made it clear to the respondent that he need not divulge this information if he or she so saw fit; this request was complied with.

Prior to the administration of any survey it is desirable that the adequacy of the data collection procedures and instruments be determined. A pretest is "... the initial testing of one or more aspects of the study design" (Babbie, 1973:205), and is useful in locating problems in sample selection, response rate, questionnaire format, and question wording. Ideally, the individuals to which the pretest questionnaire is administered possess characteristics as like as possible to those of the target population. The distance to the field area, however, prohibited any pretesting prior to the arrival of the researcher in Yellowknife on June 20, 1978. During the following three days, twelve pretest interviews were conducted with campers in the Yellowknife and Prelude Lake campgrounds; these interviews permitted the researcher to become proficient in the administration of the interview schedule and tested the adequacy of the questionnaire and the research design.

The pretests indicated that while, in general, the structure, length, and wording of the questionnaire would pose no problems, several difficulties did exist which would require rectification. The introduction, for example, was made softer and less authoritanian by changing the phrase "... I'd like to ask you a few questions." to the polite question "... would it be alright to ask you a few questions?" A change in response recording was made for questions 2 and 3 so that the actual number of days given would be recorded rather than checking one of several predetermined response categories; this change permitted more detailed data to be available for manipulation during the analysis stages. Finally, it became apparent that question 15 was an awkwardly worded "double-barrelled" question and that respondents were usually answering only one part of the question. [5] Since the answers did provide interesting insights into the process of choice involved in selecting a campground, the question was asked throughout the course of the study, but the responses could not be included in the analysis.

The pretest interviews also settled an issue regarding the rating scales which were used to measure the importance of the motivation statements in question 16 and the camper's satisfaction in question 19; both four and five position formats had been used in previous studies (see the discussion in Driver and Knopf, 1974). A review of the responses obtained in the pretests indicated that the responses were skewed towards the "Very Important" and "very satisfactory" ends of the scales. In order to increase the variation in the responses, the five position format was confirmed as the one to be used in the final questionnaire.

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[5] To rectify the problem separate questions asking, first, "Have you stayed at any of the other campgrounds in the area?", followed by the "why" or "why not" probe, and then, "Will you be staying at any of the other campgrounds in the future?", with the appropriate probe, would have been required. Since these questions would have lengthened an already lengthy interview, these alterations were not made.

This format allowed the respondents a greater choice in response and also included a moderate or intermediate category among the options.

The pretest period also finalized several major aspects of the research design, particularly the sampling procedures. It was known that registration records, giving the dates of arrival and planned departure, were not kept, and thus one source from which a sample might have been drawn was not available. In the original sampling procedure planned, the campers to be interviewed were to be chosen randomly from a list of campsites which had been occupied by the same party for at least one night; the campers could therefore be expected to speak knowledgeably about their experiences in the campground. During the pretest period however, this method of respondent selection resulted in a large number of non-contacts and was abandonned in favour of a method similar to that of Foster (1977) and Wolhwill and Heft (1977) whereby the interviewer walked through the campground and approached, on-site, camping parties which were known to have spent at least one night in the campground. One adult member of the group (16 years of age or older) was asked to participate in the study; insofar as it was possible, an attempt was made to contact the senior male in the group in order to maintain strict comparability between groups on other dimensions. Campers were approached only while outside their units and when it appeared that an approach would not constitute an intrusion into campsite activites; this was in keeping with Territorial Park Branch instructions not to "harass" the campers. [6]

Another aspect of the research procedure that was altered during the pretest period was the campground visitation schedule. In the original design, the interviewer was to spend one week in each campground conducting interviews, before moving on to the next campground for a week, and in this fashion rotate among the three campgrounds throughout the summer. The schedule that had been drawn up would have seen the interviewer spend a total of four weeks in the Yellowknife campground and three and a half weeks each in Prelude Lake and Reid Lake campgrounds; one long weekend would have been spent in each of the campgrounds. It became apparent, however, after mid-week reconnaisance trips to Prelude Lake and Reid Lake campgrounds, and after discussions with Parks Branch personnel, that these two campgrounds were subject to heavy weekend use by Yellowknife residents but were largely unoccupied during the week. In order to reflect more accurately the actual attendance at the three campgrounds the visitation schedule was altered so that the rotation among campgrounds was maintained for weekends, but a return to the Yellowknife campground was made at the beginning of each week when attendance at the other campgrounds was low. In order to minimize the bias towards Yellowknife campground campers introduced by this alteration, interviewing trips to Prelude Lake and Reid Lake campgrounds were made on two weekdays each week.

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[6] Keith Lawrence, Chief, Business Services and Tourism, Department of Economic Development and Tourism, Government of the Northwest Territories. Personal communication, November 15, 1977.

A final benefit to arise from the pretest period was that the interviewer was alerted to the use of the campgrounds, especially Yellowknife campground, by summer workers seeking cheap accommodation. Such camping parties could not be considered as recreational campers, and several questions in the questionnaire, especially those dealing with motivations, were irrelevant to their situations. Although several such parties were contacted during the actual interviewing period, their responses were later excluded from the analysis.

It should be apparent that the pretest period was a very important stage in the research procedure as it identified difficulties which had been overlooked while removed from the actual research setting, and which required on-site decisions in order to rectify them. Oppenheim (1966:vii) has remarked that, "Questionnaire design cannot be taught from books; every investigation presents new and different problems". No doubt the same is true for the entire research design; the contribution of experience and common sense to the success of any research cannot be overestimated.

3.3.4 Response to the Survey

A total of 304 interviews were conducted, 140 with Yellowknife residents and 164 with non-resident tourists.

Six of these interviews were excluded from analysis since the respondents were using the campground as temporary accommodation while working in the area, or were waiting for more permanent accommodation and thus could not be considered as recreational campers. One interview was terminated prior to completion and thus was also excluded from the analysis.

After exclusions, 297 interviews were available for analysis, 138 with Yellowknife residents and 159 with tourists. This sample size is less than that which had been anticipated but cool, wet weather for much of July reduced the numbers of both residents and tourists visiting the campgrounds. Futhermore, the weather affected the interviewing accessibility of those who were there, as the campers tended to remain inside their units and therefore could not be approached by the interviewer.

The respondents were generally co-operative when asked to participate in the study and worries about a high refusal rate among Yellowknifers proved to be unfounded. Six refusals, four by local residents and two by tourists, were encountered during the June 24 to September 5 interviewing period but it is thought that approaches at inopportune times, rather than a genuine reluctance to participate, were the reasons behind the refusals. More often than not the interviewer was invited to continue the conversation after the interview had been completed. Several respondents declined to answer individual questions: two respondents declined to reveal their age, four declined to give their occupation, and fifteen would not indicate their income, even though an attempt to neutralize the sensitivity of these questions had been made by asking for the year of birth, rather than a more direct question about age, and by allowing the respondent to indicate a category of income from a card, rather than revealing a specific figure. The income responses of eight other respondents, all retired, were also excluded from the analysis; these individuals reported that their present annual income was either $0,000 - $4,999 or $5,000 - $9,999 but their camping units, past occupation or education, or other comments during or after the interview, suggested that the income reported did not accurately reflect the person's station or buying power in society.

Several problems with questions emerged during the interviewing period which had not been apparent in the pretest period. The motivation statement "'Roughing it' for a while", for example, includes an idiom which is generally well understood by most Canadians and Americans but was not understood by several European visitors and its meaning had to be expressed in different terms to be understood. There was also considerable similarity in the responses for question 6, which dealt with the reasons for choosing the campground, and question 7, which asked about the activities in mind when the decision to camp was made. Sameness of response was also encountered between the probe sections of questions 8 and 14 and the responses to question 9, suggesting that the questions were tapping overlapping themes and thus were slightly redundant.

3.3.5 Data Manipulation and Analysis

The first step in preparing the data for analysis after the interviews had been completed was the construction of a coding manual so that the data could be put into a quantifed format amenable to computer processing. For many of the questions coding was a simple matter as the predetermined category numbers or raw scores served as response codes. The questionnaire did include several open-ended questions however, which resulted in a lengthy coding procedure as the responses for each question of this type were recorded on sheets of paper before responses expressing a common theme were grouped together into categories and assigned numerical identification. In coding the open-ended questions, an effort was made to maintain as much detail as possible in the response categories since several smaller categories could be grouped together during analysis but the specific and particular nature of the original data could not be recovered if originally assigned to larger categories. In order to ensure internal consistency in the coding procedure, all coding was done by the researcher.

The statistical procedures used in the analysis of the data included simple frequency distributions, crosstabulation analysis (contingency tables) and differences of means tests as set forth in the S.P.S.S. computer program (Nie et al., 1975). The .05 level of significance was utilized to determine the statistical significance of associations between variables.

In the statistical analysis the elaboration procedure (Rosenberg, 1968; Babbie, 1973) played a major role in the testing and understanding of the associations. It is appropriate therefore, that a brief summary of the purpose and nature of this procedure be presented prior to reporting on the results of the analyses.

3.3.6 Application of the Elaboration Model

In the physical sciences, the understanding of the nature of the relationship between an independent variable and the dependent variable is refined through the application of controls on all other factors which might influence the relationship under investigation. In the social sciences, where it is more difficult to physically control for such influences, the understanding of the nature of the relationship between two variables can be enhanced through the application of the elaboration model, a statistical controlling procedure which attempts to exclude the influence of other variables on an observed relationship. In doing so, it serves both as a test of the authenticity of the original relationship and as a means for investigation and insight as one is led to reinterpret the original relationship, given the results under different test conditions. The process of elaboration "... helps to answer the questions of 'why' and 'under what circumstances'" (Rosenberg, 1968:201) which are, or should be, associated with the discovery of any relationship.

"It is thus apparent that, in survey analysis, the two variable relationship represents the start, not the completion, of the analysis" (Rosenberg, 1968:207). Given the apparent existence of an asymmetrical relationship, one in which variations in the dependent variable are attributable to variations in the value of the independent variable, a third variable is introduced to determine what effects can be observed. The third variable controls or holds constant the influences of itself on the observed relationship and thereby allows a clearer examination of the effects of the independent variable on the dependent variable.

If the original relationship between the independent variable and the dependent variable is reproduced in each of the partial or contingent relationships occasioned by the introduction of the test variable, the original relationship is said to have been replicated. Whenever replication occurs, one can be more confident that the original relationship is "... a genuine and general one" (Babbie, 1973:288).

If the original relationship between the independent and dependent variables disappears within each of the partial relationships when a test factor is introduced, two explanations are possible depending on whether the test factor was an extraneous or intervening variable. An extraneous variable is one that is logically prior to the independent and dependent variables, related to both in asymmetrical relationships, and results in the disappearance of the original relationship when its effects are controlled for. In this case the original relationship is said to have been spurious, which implies that no real relationship existed between the independent and dependent variables, and that the apparent association between them is due to, or accounted for, by their mutual association with the test factor.

If the original relationship disappears when an intervening variable is introduced as the test factor, the original relationship is again accounted for by the test factor, but the interpretation is different. An intervening variable is part of the causal chain operating between the independent and dependent variables. Three asymmetrical relationships are thus evident: the original relationship between the independent and dependent variables; the relationship between the independent variable and the test factor, here serving as a dependent variable; and the relationship between the test factor, here serving as the independent variable, and the dependent variable (Rosenberg, 1968:57). The original relationship, therefore, remains genuine, but consideration of the intervening variable provides an understanding of the causal chain through which the relationship occurs (Babbie, 1973:290).

A third situation that may arise when the third variable, or test factor, is introduced, is the conditional relationship wherein the original relationship may be more evident in one of the partial relationships than in the others. In this case the test factor is referred to as a qualifier variable in that it has qualified, or specified, the conditions under which the original relationship holds true. Though an irritant and embarassment in analysis and interpretation, such conditional relationships often accurately reflect social reality (Rosenberg, 1968:106-107).

4. CHAPTER FOUR

VARIATIONS IN SOCIO-DEMOGRAPHIC, TRIP CHARACTERISTIC, AND PROCESS OF CHOICE VARIABLES

4.1 Introduction

It is the objective of this study to determine whether differences exist between resident and tourist campers in terms of their activity preferences, the motivations that underlie their decisions to go camping, and their assessments of the Yellowknife area Territorial Park campgrounds as recreational environments appropriate for the satisfaction of their activity preferences and motivations. Before examining these questions, however, it is instructive to determine whether differences between the two groups also exist along a number of socio-demographic, trip characteristic, and process of choice dimensions which might help to understand any differences which emerge later.

4.2 Differences in Socio-Demographic Characteristics Between Resident and Tourist Campers

A group of socio-demographic variables including age, sex, education, level of income, and occupation were examined to determine whether associations with the place of residence variable existed. Statistically significant relationships emerged for all of these variables except for the respondent's sex (chi-square = 1.15; $p<.28$).

It can be seen in Table 4.1 that resident and tourist campers differed significantly in terms of age. The campers' ages were divided into three categories: 29 years and under, 30 to 49 years, and 50 years and over. Approximately thirty percent of the residents were 29 years of age or under, while 61.0% were 30 to 49 years of age, and 9.6% were 50 years or older. By comparison, tourist campers, as a group, were older than the residents in that 17.6% were aged 29 years or under, 39.0% were 30 to 49 years old and fully 43.4% were 50 years or older.

In Table 4.2 the differences between resident and tourist campers in terms of educational attainment are illustrated. The two groups were similar in terms of the proportions reporting an educational level of "High school graduation or less" but differences arose for the "Technical or trade qualifications" category with 26.8% of the residents in this group as compared to 11.9% of the tourists, and for the "University degree" category, in which 21.8% of the residents were found as compared to 39.0% of the tourists. Thus, there were differences in the nature of the educational training of the two groups beyond high school, with Yellowknife residents being somewhat more trade-oriented, while tourists, with a larger proportion reporting the attainment of of a university degree, could be said to have had a slightly higher education.

Resident campers, however, appeared to be more affluent in terms of their levels of income, as in indicated in Table

TABLE 4.1

AGE BY PLACE OF RESIDENCE

Age	Place of Residence Residents %	 Tourists %	 Total %
29 years and under	29.4	17.6	23.1
30 to 49 years	61.0	39.0	49.2
50 years and over	9.6	43.4	27.7
Total	(136) 100.0	(159) 100.0	(295) 100.0

Chi-square = 41.86; d.f. = 2; p < .001
No. of missing observations = 2

TABLE 4.2

EDUCATION BY PLACE OF RESIDENCE

Level of Education	Place of Residence Residents %	 Tourists %	 Total %
High school or less	51.4	49.1	50.2
Technical/trade qualifications	26.8	11.9	18.8
University degree	21.8	39.0	31.0
Total	(138) 100.0	(159) 100.0	(297) 100.0

Chi-square = 15.84; d.f. = 2; p < .001

4.3. Campers were asked to indicate which of seven income categories came closest to best representing the total income of the individual, if he was single, or the combined total income of husband and wife, if the respondent was married, in an attempt to ascertain the total spending power available to the respondent. Responses were later grouped into low income (less than $14,999), middle income ($15,000 to $24,999), and high income ($25,000 and over) categories on the basis of frequencies of response. The two groups were similar in terms of the proportions belonging to the middle income category, but differences arose in the low income category, where 13.1% of the residents were found as compared to 27.1% of the tourists, and correspondingly, in the high income category, where 44.6% of the residents were found as compared to 30.6% of the tourists.

The lower incomes of the tourists can be explained, in part, by examining their occupational status. In Table 4.4 it can be seen that approximately one-third of the tourist campers were in the "Non-working" category, in which retired people had been placed. Since a large proportion of the tourist campers had been found to be 50 years and over, it is reasonable to suggest that they were dependent on retirement incomes and savings.

Besides the "Non-working" category, other differences in occupational status between the two groups arose in the "Blue collar" category, where almost one-half of the residents were placed, compared with approximately thirty

TABLE 4.3

INCOME BY PLACE OF RESIDENCE

Level of Income	Place of Residence Residents %	 Tourists %	 Total %
Less than $14,999	13.1	27.1	20.4
$15,000 to $24,999	42.3	42.3	42.3
$25,000 and more	44.6	30.6	37.3
Total	(130) 100.0	(144) 100.0	(274) 100.0

Chi-square = 10.19; d.f. = 2; p < .01
No. of missing observations = 23

TABLE 4.4

OCCUPATION BY PLACE OF RESIDENCE

Occupation	Place of Residence Residents %	 Tourists %	 Total %
Non-working	8.8	33.1	21.8
Blue collar	48.5	29.9	38.6
White collar	29.5	31.9	30.7
Professional	13.2	5.1	8.9
Total	(136) 100.0	(157) 100.0	(293) 100.0

Chi-square = 31.81; d.f. = 3; p < .001
No. of missing observations = 4

percent of the tourists, and in the "Professional" category, where 13.2% of the residents were placed as compared to 5.1% of the tourists. [1]

To summarize the differences between resident and tourist campers, resident campers as a group were younger than the tourists, reflected a technical or trade orientation in their educations and occupations, and were more affluent in terms of income. Tourist campers, in addition to being older and less affluent, as a group, than the residents, were slightly better educated , and were relatively evenly distributed among the non-working, blue collar, and white collar occupational groupings.

These findings can be explained in part by the somewhat unusual socio-economic characteristics of Yellowknife. Runge (1978:v) has noted that Yellowknife has a young age structure and this was reflected in the local camping population. The higher incomes of Yellowknifers can be attributed to the high wages and cost-of-living allowances associated with many of the government and mining-related jobs. The latter of these explain in part the trade orientation reflected in the residents' education and occupation.

The tourists' socio-demographic characteristics also exhibited a considerable degree of interrelatedness. Their older age structure can be related to their "Non-working" occupational status as many reported being retired. This may also account for their lower incomes as many were beyond their prime earning years and, in many cases, were dependent on retirement incomes and savings.

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[1] The differences in occupational status between the two groups remained statistically significant when the "Non-working" category was excluded from the analysis (chi-square = 6.36; d.f. = 2; $p<.05$).

4.3 Differences in Trip Characteristics Between Resident and Tourist Campers

Included in the group of variables examined in order to determine whether associations existed between trip characteristics and place of residence were day of the week camped, number of days camped at the campground when interviewed, planned length of stay, type of camping unit, previous experience in the campground, and choice of campground. Statistically significant differences between resident and tourist campers emerged for all of these variables except for the number of days they had been in the campground when approached for an interview (chi-square = 1.42; p = .49). This lack of difference can be attributed to an aspect of the sampling procedure whereby the interviewer kept a record of the camping parties' arrival dates and attempted to interview a party after it had spent at least one night in the campground. Thus 57.9% of the campers reported being interviewed on their second day in the campground, while approximately one-third had been camped three or more days, and only one-tenth were approached on their first day. The lack of difference suggests that the interviewer exhibited no bias towards either group for this aspect of the sampling procedure.

It can be seen in Table 4.5 that there were statistically significant differences between the residents and tourists in their temporal pattern of campground use. Approximately three-quarters of the tourist campers were interviewed on weekdays, defined as being one of Monday to Friday inclusive, as compared to only one-fifth of the residents. On the other hand, 80.4% of the residents were approached on the weekend, defined as either a Saturday, Sunday, or long-weekend Monday, compared with under one-quarter of the tourists. It is clear that the tourists' use of the campgrounds was more evenly distributed throughout the week, while the residents' use was concentrated on the weekends.

Further evidence for the weekend nature of the resident campers' use of the campgrounds can be found when the two groups' planned lengths of stay are compared (Table 4.6). Approximately two-thirds of the residents reported that they planned to stay 2 or 3 days (1 or 2 nights) which is consistent with a weekend pattern of use. Tourist campers, on the other hand, exhibited a trend towards longer stays with almost one-half planning to stay 4 or more days and only 15.7% indicating a 2 day stay.

Another aspect of the camping trip that was examined was the type of camping unit used. The full range of camping units used is presented in Table 4.7 which shows that differences between residents and tourists existed primarily

TABLE 4.5

WEEKDAY BY PLACE OF RESIDENCE

Day of Interview	Place of Residence Residents %	 Tourists %	 Total %
Weekday	19.6	76.1	49.8
Weekend	80.4	23.9	50.2
Total	(138) 100.0	(159) 100.0	(297) 100.0

Chi-square = 92.21; d.f. = 1; p < .001

TABLE 4.6

PLANNED LENGTH OF STAY BY PLACE OF RESIDENCE

Planned Length of Stay	Place of Residence Residents %	 Tourists %	 Total %
2 days	32.6	15.7	23.6
3 days	35.5	35.8	35.7
4 days and more	31.9	48.5	40.7
Total	(138) 100.0	(159) 100.0	(297) 100.0

Chi-square = 13.90; d.f. = 2; p < .001

in the "Tent", "Van, bus, and shell", and "Travel trailer" categories: 42.8% of the resident campers used tents as compared to 28.3% of the tourist campers; 7.2% of the residents used vans, buses or shells as compared to 14.5% of the tourists; and 15.9% of the residents used travel trailers as compared to 22.0% of the tourists. The results of Table 4.7 indicate that the differences in type of camping unit were not, however, statistically significant.

There is a suggestion in these results that tourist campers prefered to use slightly more sophisticated units in terms of wheeled accommodation as opposed to on-ground tents. This difference becomes more apparent if all the wheeled units are grouped together into one category (Table 4.8). It can now be seen that although more than one-half of both groups expressed a preference for wheeled accommodation, the trend was stronger among the tourists.

Given the remote location of the Yellowknife area it is reasonable to expect that the two groups would differ substantially in the degree to which they had previous experience with the campgrounds in that tourist campers were more likely to be newcomers. In Table 4.9 it can be seen that this was indeed the case as 65.2% of the residents reported having camped in their campground previously while only slightly more than one-tenth of the tourists did so; conversely, 34.8% of the residents were newcomers as compared to 88.7% of the tourists. While it is to be expected that so many of the tourists were newcomers, it is

TABLE 4.7

TYPE OF CAMPING UNIT BY PLACE OF RESIDENCE

	Place of Residence		
Type of Camping Unit	Residents	Tourists	Total
	%	%	%
Tent	42.8	28.3	35.0
Tent trailer	8.7	8.2	8.4
Van, bus, shell	7.2	14.5	11.1
Truck camper	19.6	20.7	20.2
Travel trailer	15.9	22.0	19.2
Motor home	5.8	6.3	6.1
Total	(138) 100.0	(159) 100.0	(297) 100.0

Chi-square = 9.40; d.f. = 5; p < .10

TABLE 4.8

SOPHISTICATION OF CAMPING UNIT BY PLACE OF RESIDENCE

	Place of Residence		
Sophistication of Camping Unit	Residents	Tourists	Total
	%	%	%
Tent	42.8	28.3	35.0
Wheeled	57.2	71.7	65.0
Total	(138) 100.0	(159) 100.0	(297) 100.0

Chi-square = 6.16; d.f. = 1; p < .02

somewhat surprising that approximately one-third of the residents also reported not having camped in the campgrounds before. This fact is perhaps attributable to the large population turnover in Yellowknife.

The final trip characteristic variable that was examined was the choice of campground variable (Table 4.10). There were clear and statistically significant differences in the spatial patterns associated with the residents' and tourists' campground choices in that, while nearly seventy percent of the tourists camped in the Yellowknife campground, only 14.5% of the residents did so; conversely, while more than one-third of the residents camped in the Prelude Lake campground, and nearly one-half camped in the Reid Lake campground, the proportions of tourists who camped in these campgrounds were relatively small (16.4% and 13.8% respectively).

To summarize the trip characteristic differences between the resident and tourist campers, it was found that the resident campers, as a group, tended to use the campgrounds predominately on weekends, for two or three day periods consistent with the weekend nature of use, used tents and more sophisticated wheeled accommodation in approximately equal proportions, had previous experience in the campground, and preferred to use Prelude Lake and Reid Lake campgrounds for their camping experiences. Tourist campers, on the other hand, were found in the campgrounds throughout the week, planned longer stays, used wheeled

TABLE 4.9

PREVIOUS CAMPGROUND EXPERIENCE BY PLACE OF RESIDENCE

Previously Camped in Campground	Place of Residence Residents %	 Tourists %	 Total %
Yes	65.2	11.3	36.4
No	34.8	88.7	63.6
Total	(138) 100.0	(159) 100.0	(297) 100.0

Chi-square = 90.43; d.f. = 1; p < .001

TABLE 4.10

CHOICE OF CAMPGROUND BY PLACE OF RESIDENCE

Territorial Park Campground	Place of Residence Residents %	 Tourists %	 Total %
Yellowknife	14.5	69.8	44.1
Prelude Lake	38.4	16.4	26.6
Reid Lake	47.1	13.8	29.3
Total	(138) 100.0	(159) 100.0	(297) 100.0

Chi-square = 92.67; d.f. = 2; p < .001

accommodation predominantly, were newcomers to the area and to the campgrounds, and chose to camp in Yellowknife campground rather than in Prelude Lake and Reid Lake campgrounds.

These differences can be understood by examining the constraints and opportunities that are associated with the place of residence variable. It is not surprising, therefore, that local residents should exhibit a weekend pattern of use since job obligations take priority during the week; tourists on vacation are temporarily freed from such obligations and thus were found in the campgrounds throughout the week and could stay for longer periods than could the residents. Residents, on the other hand, staying for short periods only, feel the need for more sophisticated modes of accommodation less than do tourist campers, who are on extended trips and thus require a measure of comfort in their camping units.

Given the remote location of the Yellowknife area relative to the tourists' origins in southern Canada and the United States, it is no surprise that nearly ninety percent of the tourists were newcomers to the area. Similarly, the location of the Yellowknife campground so close to Yellowknife, and on the Mackenzie Highway access to the City, makes it more spatially prominent and convenient in the tourists' eyes than either of the two other campgrounds.

4.4 Differences in the Variables Associated with the Process of Recreational Choice

In Table 4.10 a clear differentiation between resident and tourist campers in terms of their choice of campground was indicated. The choice of campground for both groups is due, in part, to the knowledge of opportunities and alternatives which are incorporated into the campground choice process. It is informative therefore to determine whether differences between the two groups existed in their sources of information regarding the camping opportunities in the Yellowknife area, and in their reasons for choosing a particular campground.

The sources of information for the residents and tourists are indicated in Table 4.11. More than one-third of the resident campers first learned of the campground that they chose to be in from friends or other people in Yellowknife, and another 16.6% indicated that common knowledge, or word of mouth, were their first sources of information. It appears, therefore, that for over one-half (52.8%) of the Yellowknife residents, informal lines of communication formed the basis of their information about the campgrounds.

Another 16.7% of the residents indicated that they had found out about the campground they were in while out driving around on sightseeing, picnicking, or fishing excursions. A small proportion, obviously camped in the Yellowknife campground which is located beside the Mackenzie

TABLE 4.11

FIRST SOURCE OF INFORMATION ABOUT THE CAMPGROUND

Residents		Tourists	
Source of Information	Frequency %	Source of Information	Frequency %
Friends/people in Yellowknife	36.2	Travel Arctic before departure	23.9
Lived/camped in area before campground	23.2	Travel Arctic at 60^{0} N. parallel	23.3
Driving around/picnicking/fishing	16.7	Saw from the road and drove in	15.7
Common knowledge/word of mouth	16.6	Maps/brochures/Milepost/magazines	10.1
Saw when first arrived in area	3.6	People before departure/en route	8.2
Maps/brochures/Milepost/magazines	2.3	Relatives in Yellowknife	8.2
Previous experience in area	1.4	Previous experience in area	5.6
		People/Travel Arctic in Yellowknife	5.0
Total	(138) 100.0	Total	(159) 100.0

Highway access to the city, mentioned seeing the campground when they first arrived in Yellowknife. Only 2.3% of the residents gave a formal source of information, such as a tourist brochure, map, or magazine, as their first source of information. Another small proportion (1.4%) mentioned previous experience in the area, prior to current residency, as their first source of information.

A sizeable proportion of the residents (23.2%) appeared to be long term residents of Yellowknife, who indicated that they had been living in Yellowknife or had camped at the site before the area was formally designated as a Territorial Park campground. There is reason to suspect that the "friends", "common knowledge", "word of mouth", or "driving around" categories might more accurately reflect the first source of information regarding the locality, but the passage of time has blurred the precise nature of the source. This response is therefore presented as a separate category.

The tourist campers' first sources of information are also indicated in Table 4.11. Just under one-half of the tourists indicated that TravelArctic information was their first source of information, either received before trip departure (23.9%), or enroute at the information booth at the Alberta - Northwest Territories border (23.3%). When the 10.1% who used maps, brochures, the Milepost or other magazines, the 8.2% who had talked to people familiar with the area either before departure or enroute, and the 5.6%

who had personal previous experience in the area, are also considered, it is clear that the tourist campers, as a group, were well prepared in terms of information regarding the Yellowknife area campgrounds.

Nevertheless, approximately one-fifth of the tourist campers arrived in the area with apparently very little information regarding the campground opportunities and alternatives, for 15.7% said they "just saw the campground from the road and pulled in", while 5.0% were referred to the campground by people they had talked to in town including the Yellowknife Chamber of Commerce's tourist office and the Yellowknife TravelArctic office. Another 8.2% of the tourists were told of their campground by relatives in town although it is unclear whether this information was imparted before departure or upon arrival.

It is clear that the two groups' sources of information were very different. There were only two categories that were common to both groups - "Maps/brochures/Milepost/ magazines" and "Previous experience in the area" - and these accounted for relatively small proportions of the information sources for both groups. The resident campers, as might be expected, relied largely on informal sources of information such as friends, hearsay, or personal discovery, while the tourists relied much more heavily on formal sources of information in which the TravelArctic agency played the dominant role.

In order to more closely investigate the process of recreational choice, in this case campground choice, the campers were asked in question 6 "Why did you choose to camp in this campground rather than some other campground in the area?" The open-ended format of the question allowed the respondent to give as many answers as he or she saw fit.

It is clear in Table 4.12 that the reasons for the resident and tourist campers' choices were quite different, and that information regarding the campground opportunities and alternatives influenced the choice of campground. Almost one-half of the tourist campers mentioned the closeness of the campground to Yellowknife as a reason for their choice while one-quarter also mentioned that they didn't know of any others (14.5%) or that it was the first one they came to (11.3%). These latter reasons were mentioned by almost none of the resident campers (0.7%). The residents clearly had more knowledge of the opportunities in the area since one-half of the residents were able to indicate a comparison among alternatives from which a preference had emerged, while less than one-tenth of tourists gave such reasons.

The information presented in Tables 4.11 and 4.12 appears to substantiate the contention that information plays an important role in recreation behaviour. Resident and tourist campers indicated clear differences in their sources of information and in their reasons for their choice of campground; these differences no doubt account, in part, for the differences in choice of campground observed in Table 4.10.

TABLE 4.12

RESIDENT AND TOURIST CAMPERS' REASONS FOR CHOICE OF CAMPGROUND

Reason for Choice	Residents (n=138) %	Tourists (n=159) %	Total (n=297) %
Close to Yellowknife	21.0	47.2	35.0
Preference to others	50.7	6.3	26.9
Attraction of lake/beach	29.0	23.3	25.9
General attractiveness/beauty	14.5	8.8	11.4
Far from Yellowknife	15.2	6.9	10.8
Didn't know of others	0.7	14.5	8.1
First one came to	0.0	11.3	6.1
Other reasons	36.2	23.9	29.6

4.5 Summary and Conclusions

It was the objective of the analyses reported in this chapter to determine whether resident or tourist campers in the Yellowknife area campgrounds differed along a number of socio-demographic, trip characteristic, and process of choice dimensions. Such differences did indeed exist and thus initial support for the suggestion that the place of residence variable may summarize a number of variables in a managerially relevant manner, and therefore is a valid and valuable consideration in recreational planning and management, has been found. Specifically, resident and tourist campers were found to differ in terms of age, educational attainment, income level, occupational grouping, weekday camped, planned length of stay, sophistication of camping unit, previous experience in the campground, and choice of campground. Furthermore, the two groups showed differences in aspects of their process of choice, namely, their sources of information and their reasons for choice of a particular campground.

5. CHAPTER FIVE

THE ACTIVITY PREFERENCES OF RESIDENT AND TOURIST CAMPERS

5.1 Introduction

The first dimension, other than those discussed in the previous chapter, on which it was hypothesized that resident and tourist campers could be differentiated, was in terms of activity preferences and orientations. Specifically, it was hypothesized that resident campers would indicate a social or activity orientation towards the camping experience in their preferences while tourists would indicate a greater environmental orientation. If this hypothesis was supported by the data, it would substantiate the findings of previous researchers regarding activity differences between the two groups, and would lend support to the contention that the resident/tourist dichotomy is an important consideration in recreation and tourism development strategies.

The data required to determine the activity preferences of the two groups were obtained from the responses to question 7 of the questionnaire which asked the respondent "What particular plans or activities did you have in mind when you decided to camp here?" Since the question was open-ended, the respondent was able to supply as many responses as he or she saw fit. By framing the question in terms of the activities that the respondent had in mind prior to his decision to camp there, it was hoped that the responses would indicate real preferences for activities rather than activities in which participation actually had occurred, participation which was constrained and shaped by elements such as the weather, equipment problems, and any other factors which might prevent the realization of a planned activity. Furthermore, the on-site nature of the study precluded the possibility of identifying the complete range of actual activities since the respondents were generally contacted during their visit rather than at its termination.

5.2 The Activity Preferences of the Total Sample of Yellowknife Area Campers

Before examining the activities of the campers in terms of resident and tourist groups it is instructive to determine the nature of the activities for the entire sample of campers. The ten most frequently mentioned activities, ranked in order of their absolute frequency of mention, are presented in Table 5.1. Also presented in the table are the proportion of the total number of activities mentioned that each particular activity represents, and the proportion of the entire sample of 297 campers that mentioned each activity.

Fishing was the most popular activity as measured by the absolute frequency of mention, and by the proportion of the sample mentioning it (51.2%). Sightseeing, and resting and relaxing were also mentioned by sizeable proportions of

TABLE 5.1

SPECIFIC ACTIVITIES PLANNED BY YELLOWKNIFE AREA CAMPERS

Planned Activity	Absolute Frequency	Proportion of Total Number of Activities (n = 563)	Proportion of Sample Mentioning Activity (n = 297)
	n	%	%
Fishing	152	27.0	51.2
Sightseeing	89	15.8	30.0
Resting & relaxing	74	13.1	24.9
Swimming	34	6.0	11.4
Boating	31	5.5	10.4
Hiking	28	5.0	9.4
Canoeing	26	4.6	8.8
Visiting friends/ relatives	21	3.7	7.1
Getting away from city	20	3.6	6.7
Beach activities	13	2.3	4.4
Other activities	75	13.3	-
Total	563	100.0	-

the sample with 30.0% and 24.9%, respectively, doing so. The remaining single activities indicated in Table 5.1 were mentioned by approximately one-tenth of the sample or less. Seventy-five other activity mentions were made including activities such as photography, reading, and playing with the children, but in frequencies insufficient to warrant inclusion in the table as separate activites. These "other activities" constituted 13.3% of the total number of activities mentioned, but since several activities might have been mentioned by one respondent it is inappropriate to provide a figure for the proportion of the entire sample that mentioned "other activities".

While being of interest in a descriptive sense, it is clear that the frequencies of many of the activities in Table 5.1 are too low to allow a statistical comparison of activity preferences among sample subgroups, and that the activities must be classified into groups or "...typologies of conceptually or empirically related activities for meaningful analysis " (Hendee *et al.*, 1971:33). Furthermore, the classification of activities into logically consistent groups would permit the inclusion of those activities contained in the "other activities" category in the analysis.

The activities planned by the sample of Yellowknife area campers were therefore classified into conceptually linked activity packages based on the Hendee *et al.* (1971) typology (See Table 2.1) The results of this classification procedure are presented in Table 5.2. Examination of Table 5.2 indicates that extractive-symbolic activities ranked first in importance since they constituted over one-quarter of the activities mentioned, and were planned by over one-half of the sample. The appreciative-symbolic, passive free-play, and active-expressive activity packages ranked second, third, and fourth respectively and were mentioned by between approximately thirty and forty percent of the sample. Sociable-learning activities appeared to be of minor importance to the sample of Yellowknife area campers in that they represented only 8.0% of the total number of activities mentioned and were planned by only 14.1% of the sample.

5.3 Differences in Activity Preferences Between Resident and Tourist Campers

In order to determine whether resident and tourist campers could be differentiated in terms of activity preferences, the activities planned by the two groups were compared. This comparison proceeded as follows: first, and following the methodology of McCool (1976, 1978), the activity mentions were grouped into activity packages and then the proportions of the total number of activities that each package represented for each of the groups were compared (Table 5.3); secondly, in order to more clearly illustrate the differences between the two groups, separate comparisons were made of the proportions of residents and tourists who did and did not mention plans to participate in

TABLE 5.2

PLANNED PARTICIPATION IN ACTIVITY PACKAGES AND COMPONENT ACTIVITIES

Activity Packages	Absolute Frequencies of Component Activities	Number of Activities in Package	Proportion of Total Number of Activities (n = 563)	Proportion of Sample Mentioning Package (n = 297)
		n	%	%
Appreciative - Symbolic	Sightseeing (89), Hiking (28), Photography (6), Enjoying the outdoors (4)	127	22.6	40.4
Extractive - Symbolic	Fishing (152), Picking berries (2), Collecting rocks (2), Bird hunting (1)	157	27.9	51.5
Passive Free-Play	Resting & Relaxing (74), Getting away from the city (20), Camping (14), Cooking (6), Reading (3), Enjoying campfire (2), Cards(1)	120	21.3	35.0
Sociable - Learning	Visiting friends & relatives (21), Shopping (11), Meeting people (7), Drinking & partying (3), Nature Study (3)	45	8.0	14.1
Active - Expressive	Swimming (34), Boating (31), Canoeing (26), Beach activities (13), Children's play (3), Horseshoes (2), Frisbee (2), Volleyball (3)	114	20.2	29.6
Totals		563	100.0	-

each of the individual activity packages (Tables 5.4 and 5.5).

The results of the crosstabulation analysis presented in Table 5.3 indicate that statistically significant differences in the patterns of planned participation in the activity packages existed between resident and tourist campers. While extractive-symbolic activities constituted approximately twenty-five to thirty percent of the planned activities for both the resident and tourist campers, beyond this category there was little similarity. Thus passive free-play and active-expressive activities, which constituted the largest proportions of the residents' planned activities, represented the least frequently mentioned of the tourists' planned activities. Conversely, appreciative-symbolic and sociable-learning activities, which ranked first and third in terms of frequency of mention among the tourists, and which accounted for just over one-half of the total number of their planned activities, were the least frequently mentioned of the residents' activities, and accounted for only one-tenth of their planned activities.

While this format for examining the differences in activity preferences of residents and tourists is informative, and therefore useful, it may not be the most appropriate or indeed statistically correct way of doing so for, in fact, what are being compared are not the planned participation rates of resident and tourist campers, but the

TABLE 5.3

RESIDENT-TOURIST DIFFERENCES IN PLANNED PARTICIPATION IN ACTIVITY PACKAGES

Activity Packages		Residents (%)		Tourists (%)		Total (%)
Appreciative-symbolic		8.0		36.5		22.6
Extractive-symbolic		25.0		29.9		27.9
Passive free-play		34.5		8.7		21.3
Sociable-learning		1.8		13.9		8.0
Active-expressive		29.8		11.1		20.2
Total	(275)	100.0	(288)	100.0	(563)	100.0

Chi-square = 145.43; d.f. = 4; $p < .001$

proportions of the total number of residents' and tourists' planned activities that each activity package represents. In Table 5.3 the figures 275 and 288 in the "Total" row represent not the total number of resident campers and tourist campers respectively, but rather, the total number of the residents' and tourists' planned activities. Similarly, the figure 563 does not represent the total number of respondents in the sample but rather the total number of responses to the planned activity question.

The chi-squared test should be conducted on "... the total number of *cases* in each sample, not the total number of responses" (Oppenheim, 1966:248; italics in original). Thus the format presented in Table 5.3 incorrectly handles the multiple-response data obtained from the campers in that it violates a fundamental assumption of the chi-squared test of statistical significance, that is, the rule of independence of observation. A more appropriate procedure for comparing residents' and tourists' participation rates in the activity packages would be to conduct a separate calculation for each activity package yielding a series of 2X2 crosstabulation tables in which were compared the proportions of residents and tourists who did and did not mention plans to participate in each activity package.

The results of one such procedure, for the appreciative-symbolic activity package, are presented in Table 5.4. As can be seen, 61.6% of the tourists planned to participate in appreciative-symbolic activities, a

TABLE 5.4

DIFFERENCES BETWEEN RESIDENTS AND TOURISTS FOR PLANNED PARTICIPATION IN APPRECIATIVE-SYMBOLIC ACTIVITIES

		Residents (%)		Tourists (%)		Total (%)
Planned to participate		15.9		61.6		40.4
Did not plan to participate		84.1		38.4		59.6
Total	(138)	100.0	(159)	100.0	(297)	100.0

Chi-square = 62.18; d.f. = 1; $p < .001$

proportion approximately four times as large as that among the residents. Summary data for this and the four other activity packages are presented in Table 5.5. Since it is planned participation that is of interest, the proportions of the two groups not mentioning planned participation in each activity package have not been included in this table.

An examination of Table 5.5 shows that statistically significant differences between resident and tourist campers emerged for all of the activity packages except for the extractive-symbolic package where 50.0% of the residents indicated an intention to participate as compared to 52.8% of the tourist campers . Passive-free play and active-expressive activities were mentioned by larger proportions of residents (58.7% and 45.7% respectively) than by tourists (14.5% and 15.7% respectively). Among tourists, just under one-quarter had planned sociable-learning activities as compared to a meagre 3.6% of the residents.

It is apparent that the two formats for examining the activity preferences of resident and tourist campers (Tables 5.3 and 5.5) do not differ much in terms of the interpretations that may be drawn from them. In both it can be seen that resident campers favoured passive free-play and active-expressive activities while tourist campers favoured appreciative-symbolic and sociable-learning activities; extractive-symbolic activities ranked second among both groups in both formats, and only small differences existed between the groups for this activity package. In spite of

TABLE 5.5

RESIDENT-TOURIST DIFFERENCES IN PLANNED PARTICIPATION IN ACTIVITY PACKAGES: REVISED ANALYSIS

Activity Packages	Residents (n = 138) %	Tourists (n = 159) %	Total (n = 297) %	Chi-square
Appreciative-symbolic	15.9	61.6	40.4	62.18*
Extractive-symbolic	50.0	52.8	51.5	0.14**
Passive free-play	58.7	14.5	35.0	61.59*
Sociable-learning	3.6	23.3	14.1	21.90*
Active-expressive	45.7	15.7	29.6	30.32*

* significant at .001 level

** not significant at .05 level

these similarities, the format of analysis employed in Table 5.3 does not compare residents' and tourists' activity preferences in the strictest sense, and while it may indicate differences between the two groups across the entire set of the activity packages, this method does not determine if differences between the two groups are significant for each of the component packages, a fault inadequately resolved by calculating the size of the contribution made by each activity package towards the total chi-squared value (McCool, 1978:170). By contrast, a calculation of differences between subgroups for each activity package (Tables 5.4 and 5.5) is more statistically correct, and specifies exactly where the two groups differed.

The analyses reported above have indicated that resident and tourist campers in the Yellowknife area campgrounds could indeed be differentiated in terms of their activity preferences. It remains to be determined whether residents indicated a greater social or activity orientation towards the camping experience in their preferences, while tourists indicated a greater environmental orientation in theirs, as has been hypothesized.

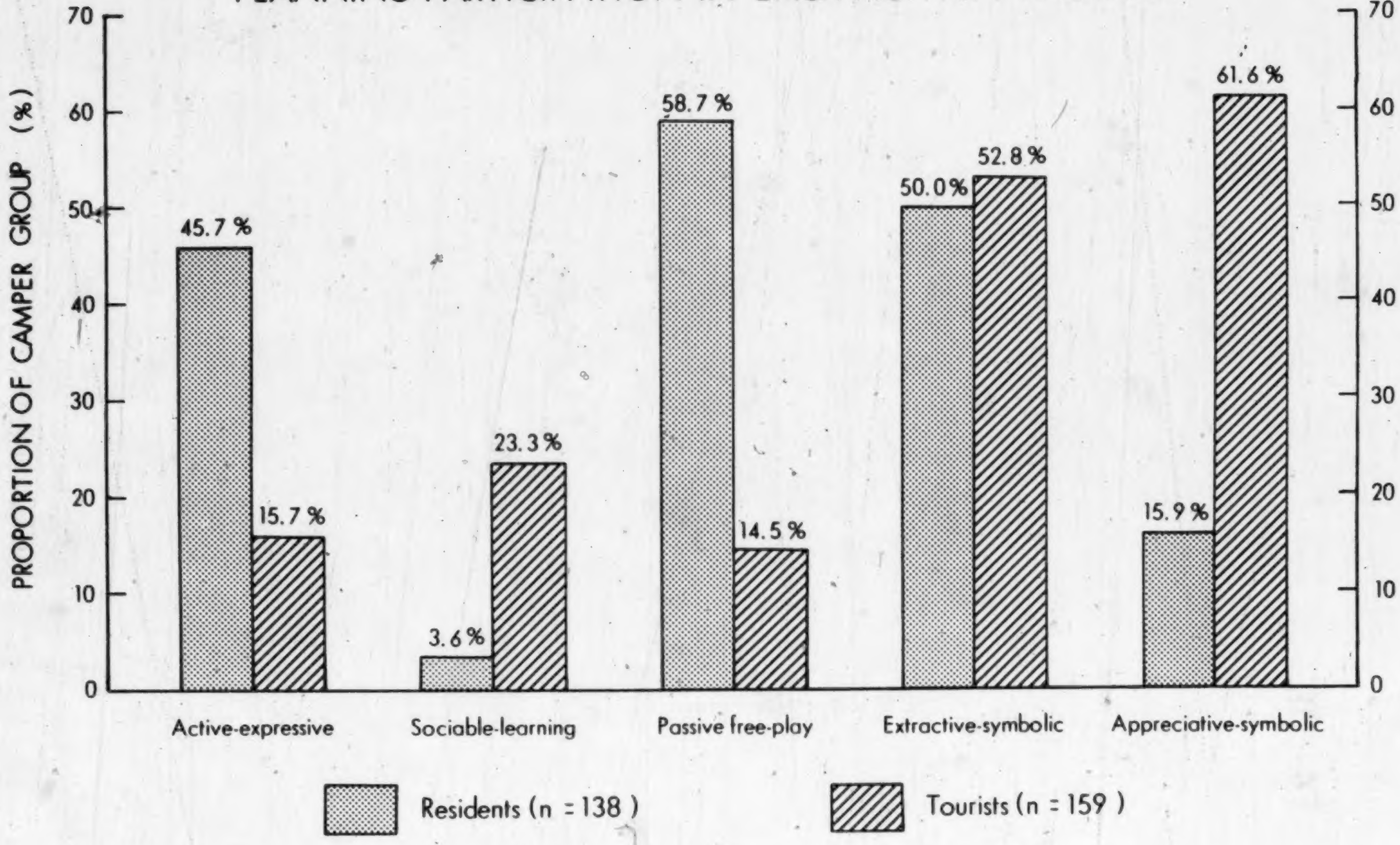
5.4 Differences in Activity Orientations Between Resident and Tourist Campers

The definitions of the activity packages in the Hendee *et al.*, (1971) typology (Table 2.1), and the type of activities that can be placed in these packages (Table 5.2), suggest that it is possible to construct a social-environmental continuum on which the different packages can be ordered such that the active-expressive activity package is located at the social end of the continuum and the appreciative-symbolic package is located at the environmental end. The active-expressive package, as defined, is the least dependent on the natural environment, while the sociable-learning, passive free-play, extractive-symbolic, and appreciative-symbolic activity packages grow progressively more dependent on the physical and aesthetic aspects of the environment.

The differences in activity preferences between resident and tourist campers have been depicted graphically in Figure 5.1, in which the activity packages have been ordered along a social-environmental continuum. An examination of Figure 5.1 indicates that large proportions of tourist campers had plans to participate in activities at the environmental end of the continuum, appreciative-symbolic and extractive-symbolic activities, while considerably smaller proportions indicated plans to participate in more socially-oriented activities. Relatively few of the resident campers, on the other hand, planned participation in appreciative-symbolic activities, while larger proportions planned to participate in the active-expressive, passive free-play and extractive-symbolic activities; these results suggest that resident campers

Figure 5.1

PROPORTIONS OF RESIDENT AND TOURIST CAMPERS
PLANNING PARTICIPATION IN EACH ACTIVITY PACKAGE



indicated a social to moderately environmental orientation in their planned activities.

The results for the sociable-learning activity package exist as exceptions to the general trends observed in the two groups' activity orientations in that a very small proportion of the resident campers planned to participate in this activity package. This anomoly can be explained, in part, by the nature of the activities included in the package. The package, by definition, contains clearly social activities such as visiting with friends and singing, which do not require the use of a natural setting and thus might easily be grouped with either the passive free-play or active-expressive packages, and activities such as nature study and visiting exhibits which, if not considered as entertainment alone, might easily be placed in the appreciative-symbolic package. If these transfers were made, and if the sociable-learning activity package was thus excluded from the social-environmental continuum, the hypothesis of differences in activity orientation between the resident and tourist campers would have been more fully supported.

The initial tests required to support or reject the hypothesis which was the subject of the analyses reported in this chapter have been completed. Crosstabulation analysis has indicated that resident and tourist campers can be differentiated in terms of their activity preferences as indicated by planned participation. Furthermore, substantial support existed for the proposal that these differences can be interpreted to suggest that resident campers indicate a greater social or activity orientation towards the camping experience in their preferences while tourist campers indicate a greater environmental orientation.

5.5 Differences in Activity Preferences for Socio-Demographic and Trip Characteristic Variables

Previous research (Field and O'Leary, 1973; Romsa, 1973; White, 1975; Jackson, 1980) has indicated that various socio-demographic and trip characteristic variables are associated with participation in a number of outdoor recreation activities. Furthermore, Hendee *et al.* (1971) have reported associations between activity preferences and age and education among a sample of campers. These facts, and the results reported in Chapter Four which determined that residents and tourists differed according to several socio-demographic and trip characteristic variables, suggest that it would be informative to determine whether subgroups of campers, based on variables other than place of residence, might also be associated with activity preferences. Indeed, such determination is imperative.

Crosstabulation analysis was conducted in order to compare the intentions to participate in each of the five activity packages among the component categories of the socio-demographic and trip characteristic variables. The results of this procedure are presented in summary form in

Table 5.6. The levels of significance for the tests of association between the activity packages and the place of residence variable (Table 5.5) have been included in order to facilitate comparisons.

Of the twenty-five relationships possible between the five activity packages and the five socio-demographic variables, ten were found to be statistically significant. Age was the most consistent of these variables, in terms of associations with the activity packages, as it was associated with all but the extractive-symbolic package; income and occupation were less consistently associated with the activity packages, and sex and education were very poorly associated with them. Of the thirty relationsips possible between the five activity packages and the six trip characteristic variables, eighteen were found to be statistically significant. Weekday, previous campground experience, and choice of campground were the most consistent in terms of associations with the activity packages as campground was associated with all five of the packages, while weekday and previous campground experience were both associated with all but the extractive-symbolic package. Number of days camped, planned length of stay and sophistication of camping unit were less consistent in their associations.

An explanation of the exact nature of each of the twenty-eight statistically significant relationships that emerged between the activity packages and the

TABLE 5.6

SUMMARY OF SIGNIFICANCE LEVELS FOR TESTS OF ASSOCIATION BETWEEN PLANNED PARTICIPATION IN PARTICULAR ACTIVITY PACKAGES AND SOCIO-DEMOGRAPHIC AND TRIP CHARACTERISTIC VARIABLES

	Socio-Demographic Variables					
Activity Packages	Place of Residence	Age	Sex	Education	Income	Occupation
Appreciative-symbolic	.001	.001	n.s.	n.s.	n.s.	.05
Extractive-symbolic	n.s.	n.s.	n.s.	n.s.	.05	n.s.
Passive free-play	.001	.01	.05	n.s.	.01	.01
Sociable-learning	.001	.05	n.s.	n.s.	n.s.	n.s.
Active-expressive	.001	.001	n.s.	n.s.	n.s.	.02

		Trip Characteristic Variables				
Activity Packages	Weekday	No. of Days Camped	Planned Length of Stay	Sophistication of Camping Unit	Previous Campground Experience	Choice of Campground
Appreciative-symbolic	.001	n.s.	n.s.	n.s.	.001	.001
Extractive-symbolic	n.s.	n.s.	n.s.	.02	n.s.	.001
Passive free-play	.001	.05	n.s.	n.s.	.001	.001
Sociable-learning	.01	.01	.001	n.s.	.05	.001
Active-expressive	.001	n.s.	n.s.	.05	.001	.02

socio-demographic and trip characteristic variables would be rather lengthy, and would extend the investigation to a point beyond that required by the purposes of this section. Rather, a detailed discussion of the relationships for the age and campground choice variables is presented and the nature of the relationships for the other variables discussed in terms of the general trends involved.

The nature of the relationships between the activity packages and the component categories of the age variable can be seen in Table 5.7. For the appreciative-symbolic package the proportion of campers 50 years of age and older that planned to participate was significantly larger than comparable proportions among the younger age categories (65.9% compared with 33.8% and 25.0%); a similar trend was evident for the sociable-learning package in that the proportion of older campers that intended such participation was twice as large as the comparable proportions among the younger campers. The reverse pattern was evident, however, for the passive free-play and active-expressive activity packages: smaller proportions of older campers (20.7% and 23.2% respectively) as compared to the proportions of campers 29 years and under (39.7% and 41.2%) and campers aged 30 to 40 years of age (40.7% and 35.2%) had plans to participate in these two packages. The differences between the age groups in terms of planned participation in extractive-symbolic activities were found to be statistically insignificant.

TABLE 5.7

PLANNED PARTICIPATION IN ACTIVITY PACKAGES BY AGE

	Age Categories					
	29 years and under	30 to 40 years	50 years and over	Total	Chi-Square	Level of Significance
Activity Packages	(n = 68)	(n = 145)	(n = 82)	(n = 295)		
	%	%	%	%		
Appreciative-symbolic	25.0	33.8	65.9	40.7	31.31	.001
Extractive-symbolic	47.1	50.3	57.3	51.5	1.73	n.s.
Passive free-play	39.7	40.7	20.7	34.9	10.07	.01
Sociable-learning	10.3	11.0	23.2	14.2	7.44	.05
Active-expressive	41.2	35.2	11.0	29.8	20.09	.001

An examination of the nature of the associations between planned participation and the three Yellowknife area campgrounds (Table 5.8) reveals that greater proportions of the campers in the Yellowknife campground expressed intentions to participate in the appreciative-symbolic and sociable-learning activity packages (67.9% and 27.5% respectively) than did comparable proportions in the Prelude Lake (16.5% and 3.8%) or Reid Lake (20.7% and 3.4%) campgrounds. On the other hand, for the extractive-symbolic, passive free-play, and active-expressive activity packages, greater proportions of the campers in Prelude Lake (65.8%, 53.2%, and 36.7% respectively) and Reid Lake (65.5%, 47.1%, and 36.8%) campgrounds planned to participate in these activity packages than did the campers in the Yellowknife campground (33.6%, 16.0%, and 20.6%).

For the other variables noted in Table 5.6, a pattern of planned participation remarkably similar to that exhibited for the age and campground variables emerged in that while one component category (or set of categories) of the variable favoured participation in appreciative-symbolic and sociable-learning activities, the other component category (or set of categories) favoured passive free-play and active-expressive activities. Thus for example, the proportions of campers with no previous experience with their campgrounds that intended to participate in appreciative-symbolic and sociable-learning packages were significantly larger than the proportions of campers who had

TABLE 5.8

PLANNED PARTICIPATION IN ACTIVITY PACKAGES

BY CHOICE OF CAMPGROUND

	Territorial Campground					
	Yellowknife	Prelude Lake	Reid Lake	Total	Chi-Square	Level of Significance
Activity Packages	(n = 131)	(n = 79)	(n = 87)	(n = 297)		
	%	%	%	%		
Appreciative-symbolic	67.9	16.5	20.7	40.4	74.11	.001
Extractive-symbolic	33.6	65.8	65.5	51.5	30.16	.001
Passive free-play	16.0	53.2	47.1	35.0	37.79	.001
Sociable-learning	27.5	3.8	3.4	14.1	34.35	.001
Active-expressive	20.6	36.7	36.8	29.6	9.14	.02

previous experience (52.9% and 17.5% respectively compared to 18.5% and 8.3% respectively); conversely, for the passive free-play and active-expressive activity packages the proportions of campers who intended to participate were larger among those with previous experience (52.8% and 41.7% respectively compared to 24.9% and 22.8% respectively). Similarly, while more non-working campers than campers in any of the other occupation categories planned appreciative-symbolic activities, more campers from the other categories planned passive free-play and active-expressive activities than did non-working campers.

The pattern of planned participation exhibited among these variables is reminiscent of that which emerged for resident and tourist campers: greater proportions of tourist campers than resident campers planned to participate in appreciative-symbolic and sociable-learning activities, while greater proportions of residents than tourists planned to participate in passive free-play and active-expressive activities. These similarities are not surprising given that it was determined in Chapter Four that residents and tourists were associated with all but two of the eleven socio-demographic and trip characteristic variables. The question can now be raised, however, as to the degree to which the variation in planned participation can be attributed to the place of residence variable, or alternatively, to these other variables which also serve to create subgroups among the visitors to the Yellowknife area campgrounds. It is imperative therefore that the elaboration model of analysis (Rosenberg, 1968; Babbie, 1973) be applied to the data in order to determine the relative merits of these interrelated variables in accounting for the variations in the plans to participate in the activity packages.

5.6 The Application of the Elaboration Model

It is more logical to assume that the place of residence variable influences the nature of the socio-demographic and trip characteristic variables than to assume that these variables determine resident or tourist status. The place of residence variable is thus prior to both the socio-demographic and trip characteristic variables, and activity preferences, the dependent variables. This raises the question, however, of whether the place of residence variable should be considered as an antecedent variable in a causal chain, with the socio-demographic and trip characteristic variables acting as intervening variables through which the relationships between residence and activity preferences work, or as an extraneous variable, with separate relationships with the socio-demographic and trip characteristic variables and activity preferences which result in an apparent relationship between these other variables and preferences. In the analyses reported below, the socio-demographic and trip characteristic variables were first considered as intervening variables and the effects of these variables controlled for in order to examine the resident and tourist differences under all possible conditions. Subsequently, the place of residence variable was used as a extraneous test factor in order to test for spurious relationships between the socio-demographic and trip characteristics and activity preferences.

In order to directly test the authenticity and durability of the associations between the place of residence and activity preferences, as measured by planned participation in the activity packages, each of the socio-demographic and trip characteristic variables was separately introduced as a test factor. The results of these elaboration procedures are presented in summary form in Tables 5.9 and 5.10; although no associations existed between place of residence and the sex, number of days camped, and extractive-symbolic variables, these variables were included in the analysis in order to uncover any suppressed relationships which might have existed.

In terms of general trends it can be said that the differences in planned participation between resident and tourist campers were replicated under the various test conditions. That is, under a variety of test conditions, significantly greater proportions of tourist campers mentioned plans to participate in the appreciative-symbolic and sociable-learning activity packages, while greater proportions of resident campers indicated intentions to

TABLE 5.9

SUMMARY OF SIGNIFICANCE LEVELS FOR TESTS OF ASSOCIATION BETWEEN PLANNED PARTICIPATION IN PARTICULAR ACTIVITY PACKAGES AND PLACE OF RESIDENCE UNDER VARIOUS SOCIO-DEMOGRAPHIC VARIABLE CONTROLS

Activity Packages	Socio-Demographic Variables														
	Age			Sex		Education			Income			Occupation			
	≤29 yrs	30-40 yrs	≥50 yrs	Male	Female	High School	Trade	Univ. Degree	≤ 14,999	15,000-24,999	≥ 25,000	Non Working	Blue Collar	White Collar	Prof. Worker
Appreciative-symbolic	.05	.001	.001^a	.001	.02	.001	.001	.001	.05	.001	.001	.001	.001	.001	n.s.^{a}
Extractive-symbolic	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.^{a}
Passive free-play	.01	.001	.001^a	.001	.02	.001	.001	.01	.01^a	.01	.001	.01^a	.001	.001	n.s.^{a}
Sociable-learning	.05^a	.01	n.s.^{a}	.001	.05^a	.001	n.s.	n.s.^{a}	n.s.^{a}	.01	.02^a	n.s.^{a}	.01	.05^a	n.s.^{a}
Active-expressive	n.s.	.01	.01^a	.001	.05	.001	n.s.	.01	n.s.^{a}	.001	.01	.01^a	.01	.02	n.s.^{a}

a - Expected frequencies were <5 in more than 20% of the cells in the contingency table.

TABLE 5.10

SUMMARY OF SIGNIFICANCE LEVELS FOR TESTS OF ASSOCIATION BETWEEN PLANNED PARTICIPATION IN PARTICULAR ACTIVITY PACKAGES AND PLACE OF RESIDENCE UNDER VARIOUS TRIP CHARACTERISTIC VARIABLE CONTROLS

	Trip Characteristic Variables														
Activity Packages	Weekday		No. of Days Camped			Planned Length of Stay			Type of Camping Unit		Previous Campground Experience		Choice of Campground		
	Week Day	Week End	1 Day	2 Days	3 Days	2 Days	3 Days	4 Days	Tent	Wheeled	Yes	No	Yellow-knife	Prelude Lake	Reid Lake
Appreciative-symbolic	.001	.001	n.s.[a]	.001	.001	.001	.001	.001	.001	.001	n.s.[a]	.001	.001	n.s.[a]	n.s.[a]
Extractive-symbolic	n.s.	n.s.	.01	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	.01	n.s.	.01
Passive free-play	.001	.01	n.s.	.001	.001	.01	.001	.001	.01	.001	.01	.001	.001[a]	n.s.	n.s.
Sociable-learning	.05	.01[a]	n.s.[a]	.01	.001	n.s.[a]	.05	.001	.02[a]	.001	.001[a]	.001	.05	n.s.[a]	n.s.[a]
Active-expressive	.01	.01	n.s.	.001	.01	.05	.001	.05	.001	.001	n.s.	.001	.001[a]	n.s.	n.s.

a - Expected frequencies were <5 in more than 20% of the cells in the contingency table.

participate in the passive free-play and active-expressive activity packages. As in the original relationship, no statistically significant differences between resident and tourist campers in terms of their planned participation in the extractive-symbolic package were found other than in three test situations.

It must be noted that the elaboration procedure results in a rapid drain on cell frequencies and in a number of test situations the expected cell frequencies dropped below five in one of the cells in the four cell crosstabulation tables. In these situations any interpretations made do not have statistical support since the chi-squared test requires expected cell frequencies of five or more in 80% of the cells in a table. This cell frequency problem was most acute for the sociable-learning activity package and, regardless of whether the test situation showed that the differences were significantly different or not, any interpretation for the activity package, in these situations, can not be supported statistically. Nevertheless, it was observed that in twenty-eight of the thirty test situations, the proportion of tourist campers with plans to participate in sociable-learning activities was greater than the comparable proportion of resident campers.

A number of the socio-demographic and trip characteristic variables also had component categories that consistently resulted in cell frequency problems. This was particularly so for the "50 years and over" category of the age variable and the "professional worker" category of the occupation variable. In order to overcome these problems, these categories were combined with the adjacent category within their variable and the crosstabulation analysis repeated. In each of the newly created "30 years and over" and "white collar and professional workers" categories, significantly larger proportions of tourist campers indicated plans to participate in appreciative-symbolic and sociable-learning activities than did the comparable proportions among resident campers; conversely, larger proportions of resident campers planned to participate in passive free play and active-expressive activities than did the comparable proportions of tourist campers. Unfortunately, cell frequency problems for the sociable-learning package persisted in spite of the combination of categories. No significant differences between residents and tourists were found in any of the new categories for planned participation in the extractive-symbolic package.

Within Table 5.9 three exceptions to the expected trend occurred which require closer examination. It can be seen that statistically significant differences between resident and tourist campers did not exist in terms of planned participation in the active-expressive activity package among campers in the "29 years and less", "technical or trade qualifications", and "less than $14,999" categories. The proportions of resident and tourist campers that mentioned such plans were 50.0% and 28.6%, 51.4% and 21.1%, and 41.2% and 15.4% for the three categories respectively. Thus these exceptions might be considered due merely to chance, especially since the expected trends were evident, but in proportions slightly less than those required for the statistical significance.

Within Table 5.10 exceptions to the expected trends, not accounted for by the cell problems of the sociable-learning activity package or the regrouping of the categories within the number of days camped variable, occurred in the previous campground experience and campground choice variables. Within the previous campground experience variable, statistically significant differences between resident and tourist campers did not appear for the appreciative-symbolic and active-expressive packages among those campers who had previously camped in the campground in which they were interviewed (Table 5.11). Specifically, 66.0% of tourist campers planned to participate in appreciative-symbolic activities as compared to only 14.6% of resident campers among those campers with no previous campground experience, while among campers with previous campground experience, the respective proportions were 27.8% and 16.7%. Similiarly, among campers without previous experience, 47.9% of resident campers indicated intentions to participate in active-expressive activities as compared to 14.2% of the tourist campers while among campers with previous experience the respective proportions were 44.4%

TABLE 5.11

PLANNED PARTICIPATION IN APPRECIATIVE-SYMBOLIC AND ACTIVE-EXPRESSIVE ACTIVITY PACKAGES BY PLACE OF RESIDENCE BY PREVIOUS CAMPGROUND EXPERIENCE

	Previous Campground Experience							
	Yes				No			
	Residents (n = 90)	Tourists (n = 18)	Total (n = 108)	Chi-square	Residents (n = 48)	Tourists (n = 41)	Total (n = 189)	Chi-square
	%	%	%		%	%	%	
Appreciative-symbolic	16.7	27.8	18.5	0.60**	14.6	66.0	52.9	35.90*
Active-expressive	44.4	27.8	41.7	1.10**	47.9	14.2	22.8	21.30*

* significant at p < .001 level

** not significant at p < .05 level

and 27.8%. For the appreciative-symbolic package the proportions of resident campers planning such activities remained relatively constant while the proportions of tourist campers with such plans decreased from 66.0% among the group with no previous experience to 27.8% among the return campers. It would appear that, while sightseeing and other appreciative activities within this package remained a low priority for resident campers regardless of their previous experience, it dropped considerably as a priority within the tourist group upon return visits to the Yellowknife area. In the case of the active-expressive package a similiar trend was evident. In both the return and newcomer groups, the resident campers indicated plans to participate in such activities in fairly high proportions (44.4% and 47.9%). While the tourist campers had plans for such activities in lower proportions than the residents for both return and newcomer groups, the proportion of tourist campers increased from 14.2% among newcomers to 27.8% among return campers.

These two trends may not exist in isolation from one another. It is reasonable to expect a newcomer to the area to have limited knowledge of the recreational opportunities available in the area and therefore to spend considerable time in an activity like sightseeing. On a return trip, the opportunities are better known and more plans can be made for specific recreational activities such as boating or swimming. There may exist therefore a movement between activity packages with increased knowledge similiar to that suggested by Hendee *et al.* (1971), for the age and education variables.

It is also suggested in Table 5.10 that the relationships between the place of residence variable and planned participation in the activity packages have been qualified under the test conditions introduced by the campground choice variable. The nature of this specification is presented in greater detail in Table 5.12. It can be seen that in the Yellowknife campground statistically significant differences between resident and tourist campers, in the expected directions, emerged for the appreciative-symbolic, sociable-learning, passive free-play, and active-expressive activity packages. In addition, a greater proportion of tourist campers than resident campers indicated that they had plans to participate in the extractive-symbolic activity package.

In Prelude Lake and Reid Lake campgrounds, however, the differences between residents and tourists in terms of planned participation were found not to be statistically significant although the trends revealed in the appreciative-symbolic and sociable-learning packages, and the passive free-play and active-expressive activity packages were in the expected directions. Interestingly enough, when the campers from Prelude Lake and Reid Lake were grouped together, and the planned participation rates of the resident and tourist groups again compared, the

TABLE 5.12

PLANNED PARTICIPATION IN THE ACTIVITY PACKAGES BY PLACE OF RESIDENCE BY CAMPGROUND

	Territorial Campground														
	Yellowknife					Prelude Lake					Reid Lake				
	Residents	Tourists	Total	Chi-Square	Level of Significance	Residents	Tourists	Total	Chi-Square	Level of Significance	Residents	Tourists	Total	Chi-Square	Level of Significance
	(n = 20)	(n = 111)	(n = 131)			(n = 53)	(n = 26)	(n = 79)			(n = 65)	(n = 22)	(n = 87)		
Activity Packages	%	%	%			%	%	%			%	%	%		
Appreciative-symbolic	25.0	75.7	67.9	17.72	.001	11.3	26.9	16.5	2.06	n.s.[a]	16.9	31.8	20.7	1.41	n.s.[a]
Extractive-symbolic	5.0	38.7	33.6	7.20	.01	60.4	76.9	65.8	1.45	n.s.	55.4	95.5	65.5	9.97	.01
Passive free-play	80.0	4.5	16.0	66.26	.001[a]	56.6	46.2	53.2	0.40	n.s.	53.8	27.3	47.1	3.65	n.s.
Sociable-learning	5.0	31.5	27.5	4.73	.05	3.8	3.8	3.8	0.37	n.s.[a]	3.1	4.5	3.4	0.12	n.s.[a]
Active-expressive	65.0	12.6	20.6	25.31	.001[a]	43.4	23.1	36.7	2.29	n.s.	41.5	22.7	36.8	1.76	n.s.

a - Expected frequencies were <5 in more than 20% Of the cells in the contingency table proportions of tourist campers that planned to participate in the appreciative-symbolic and extractive-symbolic activity packages were greater than the comparable proportions of residents campers at the p<.05 and p<.01 levels of significance respectively. The proportion of resident campers that planned to participate in the active-expressive package was also now significantly greater than the proportion of tourists campers with such plans (p<.05). Non-significant differences between the two groups remained, however, for the passive free-play and sociable-learning activity packages.

To summarize the results of the elaboration procedure designed to test the durability and authenticity of the relationships between the place of residence variable and planned participation in particular activity packages, it could be said that there was substantial evidence that the differences between resident and tourist campers were "... genuine and general" (Babbie, 1973:288). Cell frequency problems for the sociable-learning package prevented the determination of whether the non-significant situations which appeared actually indicated a lack of differences between the two groups, or whether significant differences would have resulted if the number of cases had been sufficient to present a clear trend. Otherwise, the tests clearly indicated that under a variety of conditions greater proportions of tourist campers planned to participate in appreciative-symbolic activities than comparable proportions of resident campers; conversely, greater proportions of resident campers than tourist campers planned to participate in passive free-play and active-expressive activities. That there were no differences between the two groups in terms of their participation in the extractive-symbolic package was confirmed under most of the various test conditions.

The fact that the associations between place of residence and activity packages did not disappear suggests that the socio-demographic and trip characteristic variables were not intervening variables through which the original relationships occurred. The residence variable can now be considered as an extraneous variable which can be introduced as a test factor to determine whether the apparent associations between the socio-demographic and trip characteristic variables and the activity packages (Table 5.6) were, in fact, spurious.

Five of the eight relationships between the socio-demographic variables and the activity packages were found to be spurious, that is, the original relationships between age and planned participation in passive free-play and sociable-learning activities, and between occupation and the appreciative-symbolic, passive free-play, and active-expressive activity packages did not reappear when examined among resident and tourist groups separately. This suggests that there were no real relationships between age and occupation and these activity packages, and that such relationships emerged only as a result of their mutual associations with place of residence.

In the three other relationships, between age and the appreciative-symbolic and active-expressive activity packages, and between income and the passive free-play package, conditional relationships emerged when place of residence was controlled for, that is, the original relationship was replicated in only one of the two partial relationships. In Table 5.13 the relationship between age and the appreciative-symbolic package, with place of residence controlled, is presented. In the original relationship, a larger proportion of the campers 50 years of age and older had indicated plans to participate as compared to the corresponding proportions in the younger age categories (Table 5.7). This relationship was replicated among the tourist campers where 75.4% of the older campers mentioned plans to participate as compared to 39.3% of the campers aged 29 years and under and 56.5% of the campers 30 to 49 years old. Among the resident campers, however, no such differences in intended participation emerged between the age categories. Controlling the place of residence variable has served to qualify the original relationship and to specify that it was true only among tourist campers.

A similar qualification of the relationship between age and the active-expressive package emerged when the effects of place of residence were controlled for. In the original relationship it was observed that the proportions indicating an intention to participate decreased as age increased. With

TABLE 5.13

PLANNED PARTICIPATION IN THE APPRECIATIVE-SYMBOLIC ACTIVITY PACKAGE BY AGE BY PLACE OF RESIDENCE

	Place of Residence							
	Residents				Tourists			
	Age				Age			
	29 years and under	30 to 40 years	50 years and over	Total	20 years and under	30 to 40 years	50 years and over	Total
	%	%	%	%	%	%	%	%
Mentioned	15.0	16.9	15.4	16.2	39.3	56.5	75.4	61.6
Not Mentioned	85.0	83.1	84.6	83.8	60.7	43.5	24.6	38.4
Total	100.0 (40)	100.0 (83)	100.0 (13)	100.0 (136)	100.0 (28)	100.0 (62)	100.0 (69)	100.0 (159)

Chi-square = 0.08; d.f. = 2; p < .98
No. of missing observations = 2

Chi-square = 12.12; d.f. = 2; p < .01

place of residence controlled, this relationship was replicated only among the tourist campers.

The last of the relationships between a socio-demographic variable and an activity package that was specified when the place of residence variable was introduced as a test factor was that between income and the passive free-play package. In the original relationship the proportions indicating planned participation increased as the level of income increased. When the relationship was examined among residents and tourists separately, it was replicated among the resident campers only; among the tourists campers, however, there were no differences among the income groups in terms of their planned participation in passive free-play activities.

The associations between the trip characteristic variables and the activity packages were also tested for spuriousness by introducing the place of residence variable as a test factor. Because place of residence was not found to be related to the number of days camped when interviewed variable (Chapter Four), it was inappropriate to test the relationship between the number of days camped and the passive free-play and sociable-learning packages. Similiarly, because place of residence was not associated with extractive-symbolic activities, it was not appropriate to test the authenticity of the associations between the types of camping unit and choice of campground variables and planned participation in the extractive-symbolic activity package.

Eight of the fourteen associations between trip characteristic variables and the activity packages were found to be spurious when place of residence was controlled, in that the original relationships between weekday and the appreciative-symbolic, sociable-learning, and active-expressive packages, between type of camping unit and the active-expressive package, between previous campground experience and the passive free-play, sociable-learning, and active-expressive packages, and between choice of campground and the active-expressive package were not replicated in either of the resident or tourist camper groups. The original relationships between these trip characteristic variables and the activity packages are therefore more correctly attributed to their mutual associations with the place of residence variable.

For the six other relationships, conditional relationships emerged when place of residence was controlled in that the original relationships were replicated only among the tourist campers; among the resident campers, however, there were no statistically significant differences between the component categories of the variables in terms of their rates of planned participation in the appropriate activity packages. The introduction of the place of residence variable as a test factor has served to qualify the nature of the original relationships between the trip characteristic variables and the activity packages. Since it is this fact, rather than the specifics of the six cases, that is important, no detailed analyses of these cases will be presented.

To summarize the results of the elaboration procedure designed to test the authenticity of the associations that appeared to exist between the socio-demographic and trip characteristic variables and activity preferences, it would be safe to say that the introduction of the place of residence variable as a test factor has had a considerable effect on the interpretations of the original relationships. The majority of these relationships were found to be spurious, that is, not in fact real, but rather, due only as a result of their mutual associations with place of residence. Similiarly, the observation that others of these original relationships were true within only one of the resident or tourist groups in itself casts doubt on the strength of the original relationships. These results therefore lend indirect support for the hypothesis that the place of residence variable is associated with activity preferences.

5.7 Summary and Conclusions

It was the object of the analyses reported in this chapter to test the hypothesis that resident and tourist campers can be differentiated in terms of their activity preferences and orientations. The results of the analyses indicate substantial support for this hypothesis. Resident campers expressed preferences for passive free-play and active-expressive activities in their activity plans, while tourist campers expressed preferences for appreciative-symbolic and sociable-learning activities in their activity plans. No differences were found between the two groups in terms of preferences for extractive-symbolic activities.

Other analyses reported in the chapter indicated that several socio-demographic and trip characteristic variables were also associated with activity preferences. It had been determined in Chapter Four that relationships between place of residence and these variables existed, and therefore, it was necessary to apply the elaboration model of analysis in order to determine the relative merits of these interrelated variables in accounting for the observed variations in activity preferences. The results of the elaboration procedure tended to support the authenicity of the relationships between place of residence and activity preference and to show that the other associations were largely spurious and due to a mutual association with the place of residence variable.

These results regarding the activity preferences of resident and tourist campers replicate to a considerable degree those of McCool (1976, 1978) who had found that greater proportions of tourists as compared to residents participated in appreciative-symbolic and sociable-learning activities, and greater proportions of residents participated in active-expressive activities. Differences between McCool's and the present study emerged in that McCool found residents to prefer extractive-symbolic activities while no such difference between the two groups was found in this study; also, McCool found no differences in the proportions preferring passive free-play activities, while in this study, more residents than tourists expressed preferences for such activities. Given the considerable differences in the nature of the recreational environments and opportunities available in the two studies, probable differences in the socio-demographic characteristics of the two samples, and alternative indicators of the recreationists' preferences, remarkably strong similarities have emerged.

The hypothesis suggested that not only would the two groups differ as to their activity preferences but that these differences would be such that resident campers would indicate a greater social or activity orientation in their preferences while tourist campers would indicate a greater environmental orientation in theirs. Substantial support for this contention was obtained in that the activity packages for which large proportions of the tourists indicated a preference, the appreciative-symbolic and extractive-symbolic packages, could be placed towards the environmental end of a social-environmental continuum, while large proportions of residents expressed preferences for active-expressive, passive free-play, and extractive-symbolic activities which range from strongly social to moderately environmental on the continuum.

The differentiation of resident and tourist campers in terms of activity preferences and orientation is of considerable value in regional recreation and tourism development strategies with implications for resource management policy, facilities and program provision, promotion policy, and the minimization of user conflicts as McCool (1976, 1978) has noted. At the same time, however, the emphasis on differences between groups should not obscure the ranking of the importance of activities within groups. Thus, the fact that no between-group differences emerged in preference for extractive-symbolic activities may be less important when making management decisions, than the fact that this package of activities ranked second for both groups.

An attempt was made to better understand the nature of the differences between residents' and tourists' activity preferences by examining these differences in terms of the social or environmental orientation towards the camping experience that was indicated by the preferences. Further insights into the reasons such differences emerged can be gained through an examination of the motivations underlying the decision to go camping. An examination of motivations of the two groups with regard to the camping experience is presented in the following chapter.

6. CHAPTER SIX

THE MOTIVATIONS OF RESIDENT AND TOURIST CAMPERS

6.1 Introduction

It was hypothesized in section 2.7 that resident and tourists campers could be differentiated in terms of the motivations underlying their decisions to go camping. Specifically, it was hypothesized that resident campers would rate motivations that expressed a social orientation towards the camping experience higher in importance than would tourist campers, who would rate motivations that expressed an environmental orientation higher in importance.

The data required to determine the motivations of the two groups were obtained from question 16 of the questionnaire which stated "I would like you now to think back to when you first decided to go on this camping trip. Choosing your response from this card (HAND RESPONDENT CARD "B"), would you tell me please how important each of the following that I'm going to read to you was in your decision?" The respondents were then read a list of eighteen motivation statements and their response for each statement recorded on a five position rating scale.

In addition, the respondents were asked in question 17 "Are there any additional considerations that you may have had which were very important to you and that you'd like to mention?" The purpose of the question was to give the respondent an opportunity to express any additional motivations that might have been omitted on the list of statements. The fact that approximately two-thirds of the respondents did not give additional motivations could be taken as evidence of the comprehensiveness of the listing; indeed, a sizeable number of the respondents did remark that "that covers it pretty well". Furthermore, as can be seen in Table 6.1, many of the additional motivations given seemed simply to emphasize with eloquence one or more of the motivation statements that had been read. Specific examples included:

> "We wanted to see the North. It's something entirely different, the long days, the rocks, the vegetation. It's one of the last frontiers left; we've felt on top of the world.";
>
> "It's a chance to simplify your life, to obtain a sense of recreation in order to face the routine of life with a fresh viewpoint.";
>
> "Travelling restores that early childhood wonder of seeing new things, the sense of beauty and colour in nature. It's recreative; it keeps one young.";
>
> "The Mackenzie Highway is one of the few driving adventures left in North America. And, in the future, gas considerations may make it too expensive to travel."

Because of the low frequencies associated with these responses, and the fact that they repeated similar themes within the original listing of motivation statements, they were not considered for further analysis.

TABLE 6.1

ADDITIONAL MOTIVATIONS OF THE YELLOWKNIFE AREA CAMPERS

Nature of Motivation	Absolute Frequency	Proportion of Sample Mentioning Motivation
	n	%
Seeing the N.W.T./"The North"	25	8.4
Getting Away From it All/ The Routine/The City	23	7.7
Enjoy Nature/The Outdoors	20	6.7
Exploration/Adventure/ Curiosity	15	5.1
Meet Yellowknife/Native People	8	2.7
Photography	5	1.7
Cheap Accommodation	5	1.7
Other Motivations/ Considerations	23	7.7
Total	124	-

6.2 Motivations of the Total Sample of Yellowknife Area Campers

Before determining the differences in motivations which existed between resident and tourist campers it is instructive to examine the nature of the motivations of the entire sample of Yellowknife area campers. For the purpose of statistical analysis, responses indicating "Very Important" were assigned a value of 1, "Quite Important" a value of 2, "Moderately Important" a value of 3, "Not Too Important" a value of 4, and "Not at All Important" a value of 5. In Table 6.2 are listed the motivation statements in rank-order of their importance as determined by the mean score for each statement. Also presented in Table 6.2 are the proportions of the sample that responded "Very Important" to each statement which gives an indication of the pattern of response for each statement which is not evident in the summary nature of the mean score.

It can be seen that all the motivation statements were considered to be of relatively high importance in that only two of the eighteen statements had a mean score of greater than 3, which on the five position scale corresponded to "Moderately Important". It is clear therefore that the campers were determining not so much whether the motivation statements were important or not, but rather the degree to which these statements, selected from previous camping motivation studies, were important for this sample of campers in this camping situation.

TABLE 6.2

MOTIVATIONS OF YELLOWKNIFE AREA CAMPERS IN RANK-ORDER OF IMPORTANCE

Motivation Statement	Mean Score	Proportion of Sample Responding "Very Important"
	$\bar{x}$	%
1. Enjoying peace, quiet, and solitude	1.68	53.5
2. Escaping from the routine of daily life	1.73	53.5
3. Enjoying a change of pace	1.73	49.8
4. Resting and relaxing	1.77	48.8
5. Seeing the beauties of nature	1.77	49.2
6. Getting a breath of fresh air	1.87	48.8
7. Visiting new places and seeing new sites	1.99	45.5
8. Spending time with the family	2.15	54.9
9. Sitting around the campfire and talking	2.29	28.6
10. Participating in activities like hiking, fishing, boating	2.42	28.3
11. Cooking and eating outdoors	2.44	28.6
12. Enjoying the friendly, social atmosphere	2.45	24.2
13. Getting away from people, other than the camping party	2.54	30.0
14. Strengthening family ties	2.57	33.0
15. Getting physical exercise	2.75	15.8
16. 'Roughing it' for a while	2.78	18.5
17. Learning and improving outdoor skills and knowledge	3.00	12.5
18. Meeting people and building new friendships	3.01	13.1

While all the statements were relatively important, a hierarchy of importance among the statements can be discerned by examining the proportions of the sample that responded "Very Important" to each motivation statement. One group, comprised of those statements from "Enjoying peace, quiet, and solitude" to "Spending time with the family" were seen as being "Very Important" by between forty-five to fifty-five percent of the sample. These statements, with the exceptions of "Resting and relaxing" and "Spending time with the family", all seem to express a very natural or compensatory theme or orientation. By comparison, a second group of statements from "Sitting around the campfire and talking" to "Strengthening family ties", considered "Very Important" by between one-quarter and one-third of the sample, express a more social orientation with the exception of "Getting away from people, other than the camping party" perhaps. A last group, comprised of the last four statements in the rank-order table, were considered "Very Important" by relatively small proportions of the sample. With the exception of "Meeting people and building new friendships", these statements appear to express a very active approach to the camping experience.

It would appear therefore that motivation statements with a more natural or environmental theme were valued more than those with a greater social theme by the total sample of Yellowknife area campers. At the same time, those statements with a very extreme environmental orientation were not considered to be as important which is understandable in that the campers were camped in campgrounds in which some facilities were available, rather than in a wilderness campground.

It should be noted that there was general congruence in rank-ordering if either the mean scores or the proportions responding "Very Important" were used as the basis for ranking. Noteworthy exceptions were "Spending time with the family" which would have been ranked first if proportions were used but was ranked eighth among the mean scores, and "Strengthening family ties" and "Getting away from people, other than the camping party" which would have been ninth and tenth using proportions instead of thirteenth and twelfth under the mean score format. There may have been a "motherhood" aspect to these statements in that if a respondent was camped with his family it would be difficult to give any response other than "Very Important". Conversely, if the respondent were not part of a family group the statement would be of less relevance and the responses more likely to be "Not Too Important" or "Not at All Important". The polar aspects of the responses to these statements makes the mean score approach a more appropriate method for determining the relative importance of the motivation statements for the total sample of Yellowknife area campers.

6.3 Differences in Motivations Between Resident and Tourist Campers

It was the main object of the investigations reported in this chapter to determine whether the resident and tourist campers could be differentiated in terms of the motivations underlying their decisions to go camping. A comparison of the residents' and tourists' mean scores of importance for each motivation statement is presented in Table 6.3. The statistical significance of these differences in mean scores was determined by means of analysis-of-variance tests (Blalock, 1972:317-329). A graphic representation of the differences in mean scores is shown in Figure 6.1.

An examination of Table 6.3 and Figure 6.1 shows that the residents' and tourists' mean scores of importance were statistically different for nine of the eighteen motivation statements. Specifically, resident campers rated "Resting and relaxing", "Spending time with the family", "Sitting around the campfire and talking", "Cooking and eating outdoors", "Getting away from people, other than the camping party", and "Strengthening family ties" higher in importance than did the tourists; tourist campers, on the other hand, rated "Seeing the beauties of nature", "Visiting new places and seeing new sights", and "Meeting people and building new friendships" higher in importance than did the resident campers.

The differences between the two groups in regard to the

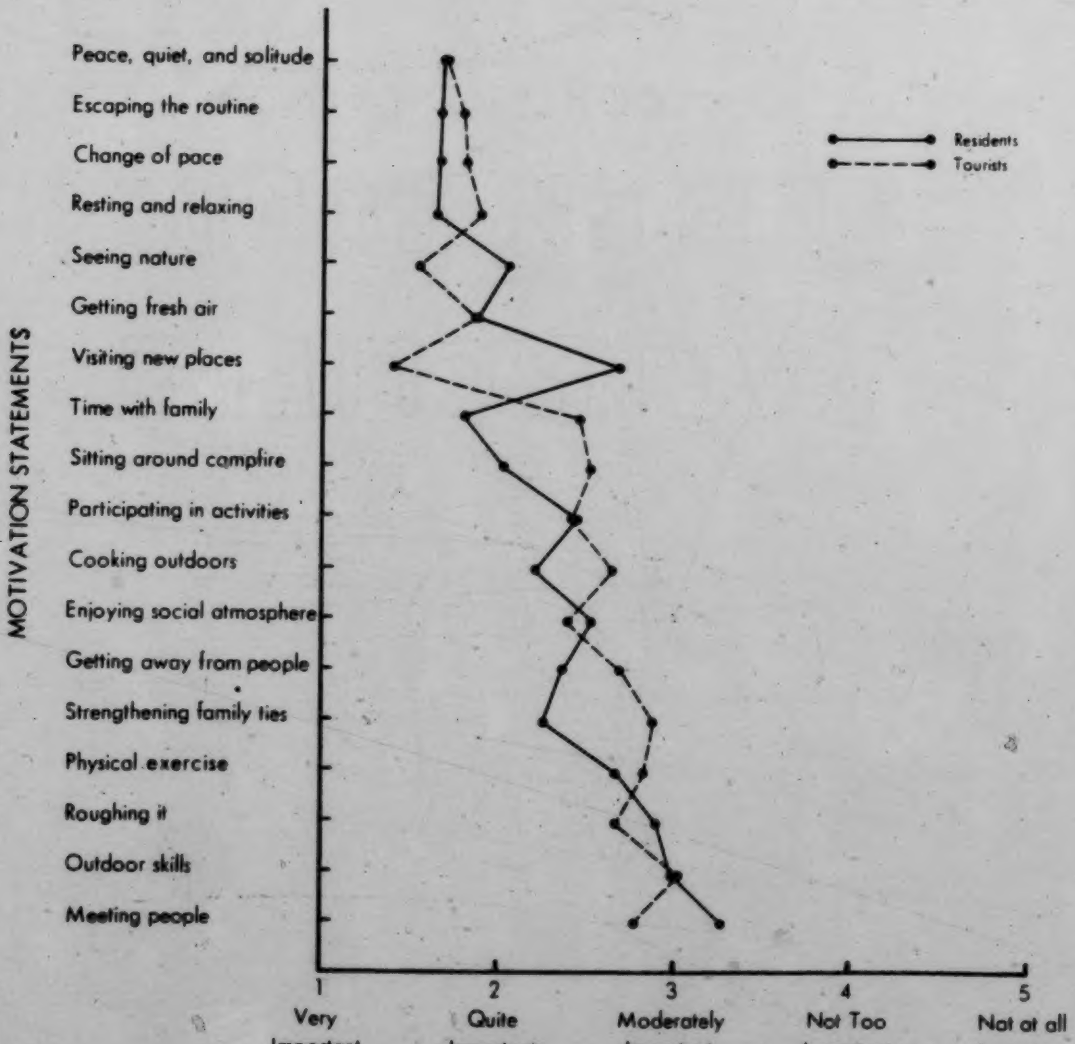
TABLE 6.3

MEAN IMPORTANCE OF MOTIVATION STATEMENTS BY PLACE OF RESIDENCE

	Place of Residence					
Motivation Statement	Residents		Tourists		Analysis of Variance	
	$\overline{X}$	St. dev.	$\overline{X}$	St. dev.	F Value	Level of Significance
Peace, quiet, and solitude	1.67	0.79	1.69	0.95	0.06	n.s.
Escaping the routine . . .	1.66	0.85	1.79	1.08	1.24	n.s.
Change of pace	1.65	0.80	1.80	0.97	2.19	n.s.
Resting and relaxing	1.63	0.76	1.89	1.02	6.23	.02
Seeing . . . nature	2.05	0.92	1.54	0.86	25.00	.001
Getting . . . fresh air	1.87	0.94	1.86	1.15	0.01	n.s.
Visiting new places . . .	2.68	1.15	1.40	0.73	134.86	.001
Time with family	1.80	1.32	2.45	1.67	13.57	.001
Sitting around campfire . . .	2.02	0.96	2.51	1.22	14.83	.001
Participating in activities . . .	2.43	1.20	2.41	1.27	0.02	n.s.
Cooking outdoors	2.20	1.10	2.65	1.27	10.26	.01
Enjoying social atmosphere	2.52	1.20	2.39	1.10	0.87	n.s.
Getting away from people . . .	2.36	1.21	2.69	1.33	4.91	.05
Strengthening family ties	2.24	1.34	2.86	1.57	13.28	.001
Physical exercise	2.67	1.13	2.82	1.11	1.46	n.s.
'Roughing it' . . .	2.89	1.16	2.68	1.25	2.28	n.s.
Outdoor skills	2.99	1.19	3.01	1.19	0.02	n.s.
Meeting people . . .	3.28	1.20	2.77	1.13	13.74	.001

Figure 6.1

COMPARISON OF RESIDENT AND TOURIST CAMPERS' MEAN SCORES OF IMPORTANCE FOR MOTIVATION STATEMENTS



importance of the various motivation statements can also be examined by listing the statements in rank-order of importance for each group. In Table 6.4 it can be seen that resident and tourist campers differed in most cases as to the relative importance of the statements as indicated by their placements within the rankings. The statements considered to be of the greatest importance to resident campers were "Resting and relaxing" and "Enjoying a change of pace". These statements were ranked seventh and fifth respectively in terms of importance to the tourists. On the other hand, the motivation statements ranked first and second by tourist campers, "Visiting new places and seeing new sights", and "Seeing the beauties of nature" were ranked fifteenth and eighth respectively by the residents.

Any importance attached to the differences in the two groups' rank-ordering of the motivation statements must be tempered, however, by the fact that the mean scores of importance were not statistically different for fully one-half of the statements including the three statements considered to be most important by the total sample "Enjoying peace, quiet, and solitude", "Escaping from the routine of daily life", and "Enjoying a change of pace". Moreover, while differences in relative rank did exist for the statements, it is probably more important to note that four of the six statements in the top one-third of the residents' ranked statements were also in the tourists' top one-third, and that four of six statements were common to

TABLE 6.4

MOTIVATIONS OF RESIDENT AND TOURIST CAMPERS IN RANK-ORDER OR IMPORTANCE

Residents		Tourists	
Motivation Statement	$\overline{X}$	Motivation Statement	$\overline{X}$
1. Resting and relaxing	1.63	1. Visiting new places . . .	1.40
2. Change of pace	1.65	2. Seeing . . . nature	1.54
3. Escaping the routine . . .	1.66	3. Peace, quiet, and solitude	1.69
4. Peace, quiet,and solitude	1.67	4. Escaping the routine . . .	1.79
5. Time with family	1.80	5. Change of pace	1.80
6. Getting . . . fresh air	1.87	6. Getting . . . fresh air	1.86
7. Sitting around campfire . . .	2.02	7. Resting and relaxing	1.89
8. Seeing . . . nature	2.05	8. Enjoying social atmosphere	2.39
9. Cooking outdoors	2.20	9. Participating in activities . . .	2.41
10. Strengthening family ties	2.24	10. Time with family	2.45
11. Getting away from people . . .	2.36	11. Sitting around campfire . . .	2.52
12. Participating in activities . . .	2.43	12. Cooking outdoors	2.65
13. Enjoying social atmosphere	2.52	13. 'Roughing it'	2.68
14. Physical exercise	2.67	14. Getting away from people . . .	2.69
15. Visiting new places . . .	2.68	15. Meeting people . . .	2.77
16. 'Roughing it' . . .	2.89	16. Physical exercise	2.82
17. Outdoor skills	2.99	17. Strengthening family ties	2.86
18. Meeting people . . .	3.28	18. Outdoor skills	3.01

the bottom one-third of both groups' rankings.

The results of the tests to determine whether residents and tourists differed in their camping motivations are somewhat inconclusive. Because differences between the groups in mean scores of importance were found for nine of the eighteen motivation statements, the hypothesis has partial support and cannot be rejected. However, while there were differences as to which were the most important motivations for each group, general agreement existed as to the importance of the statements in absolute and relative terms, especially among those statements considered to be most important and least important.

6.4 Differences in Motivational Orientations Between Resident and Tourist Campers

While the descriptive differentiation of resident and tourist campers' motivations is interesting and informative, there remains a need to examine the nature of the motivation statements in some manner so as to better understand the significance of the observed differences in mean scores and rank-ordering. It was hypothesized that the differences in motivations could be considered in terms of the social or environmental orientation towards the camping experience expressed in the motivation statement and that resident campers would rate motivations that expressed a social orientation higher in importance than would tourists, while the tourists would rate more environmental statements higher in importance.

A panel of ten judges was asked to evaluate the eighteen motivation statements in terms of the position they believed the statement would occupy on a five position social-environmental orientation continuum, that is, the degree to which they felt the statement represented a social or environmental orientation (Appendix B). Membership in the panel consisted of five professors and five graduate students from the Departments of Geography, Recreation Administration, and Forestry at the University of Alberta whose research or course work had made them familiar with the social aspects of outdoor recreation. In Table 6.5 the motivation statements have been ordered from most social to most environmental, according to the judges' scores. It would appear that, in the judges' opinions, the majority of the statements exhibited a greater environmental rather than social orientation, as only five of the eighteen statements have scores less than 3 which represents a situation in which the social and environmental aspects of a statement are in equilibrium.

In order to test the hypothesis that differences exist in the orientation of the motivations of resident and tourist campers, the motivation statements were ordered in terms of their social-environmental orientation and the mean scores of importance for the two groups compared for each statement along the continuum. A graphic representation of this process of comparison is presented in Figure 6.2. If

TABLE 6.5

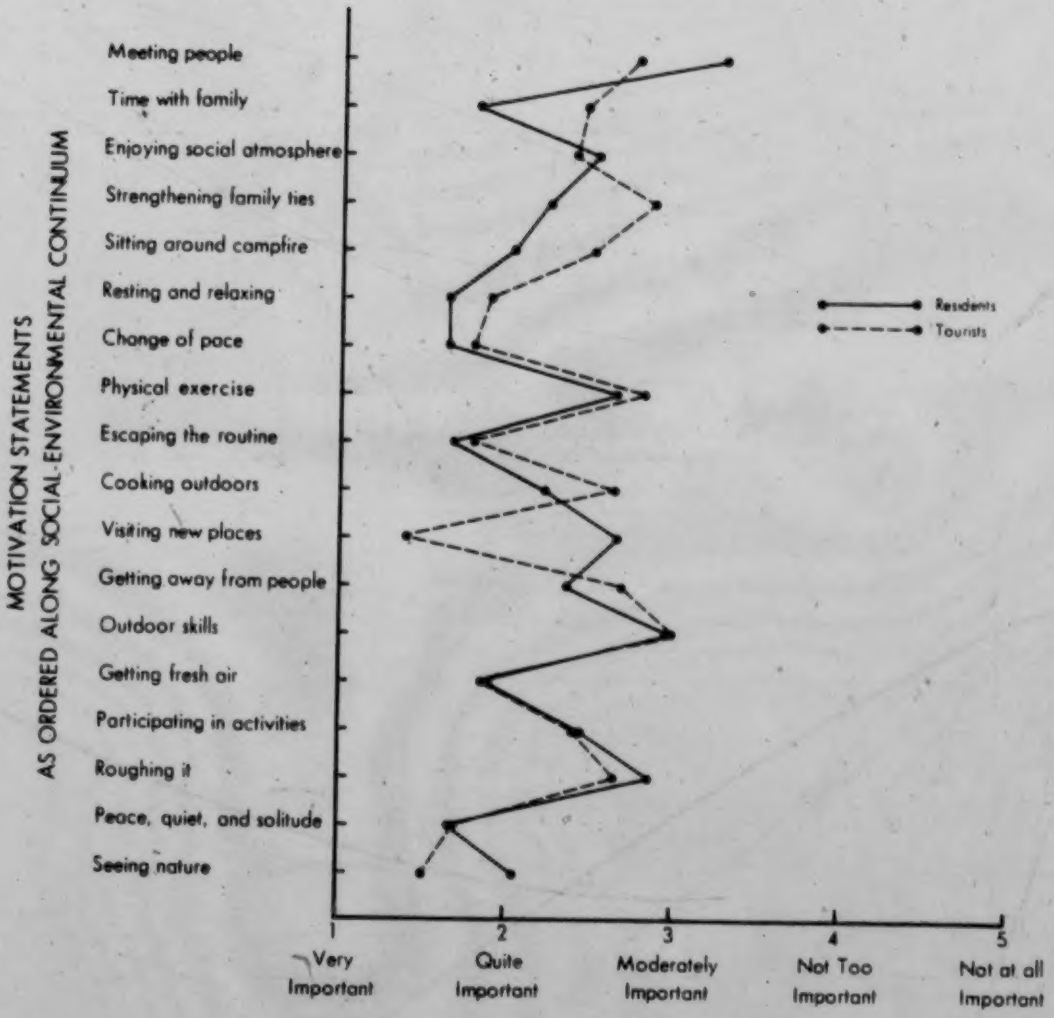
EVALUATION OF THE MOTIVATION STATEMENTS IN TERMS OF SOCIAL-ENVIRONMENTAL ORIENTATION

Motivation Statement	$\overline{X}^a$	St. dev.
Meeting people and building new friendships	1.1	0.30
Spending time with the family	1.1	0.30
Enjoying the friendly,social atmosphere	1.2	0.40
Strengthening family ties	1.3	0.46
Setting around the campfire and talking	2.5	0.50
Resting and relaxing	3.0	0.77
Enjoying a change of pace	3.0	0.89
Getting physical exercise	3.1	1.14
Escaping from the routine of daily life	3.3	0.90
Cooking and eating outdoors	3.6	0.49
Visiting new places and seeing new sights	3.6	0.49
Getting away from people, other than the camping party	3.8	0.98
Learning and improving outdoor skills and knowledge	4.0	0.63
Getting a breath of fresh air	4.0	0.45
Participating in activities like hiking, fishing, boating	4.0	0.67
'Roughing it' for awhile	4.3	0.78
Enjoying peace, quiet, and solitude	4.4	1.02
Seeing the beauties of nature	4.9	0.30

[a] Based on a 5 position scale on which 1 represented a social orientation and 5 represented an environmental orientation

Figure 6.2

RESIDENT AND TOURIST CAMPERS' MOTIVATIONAL ORIENTATIONS



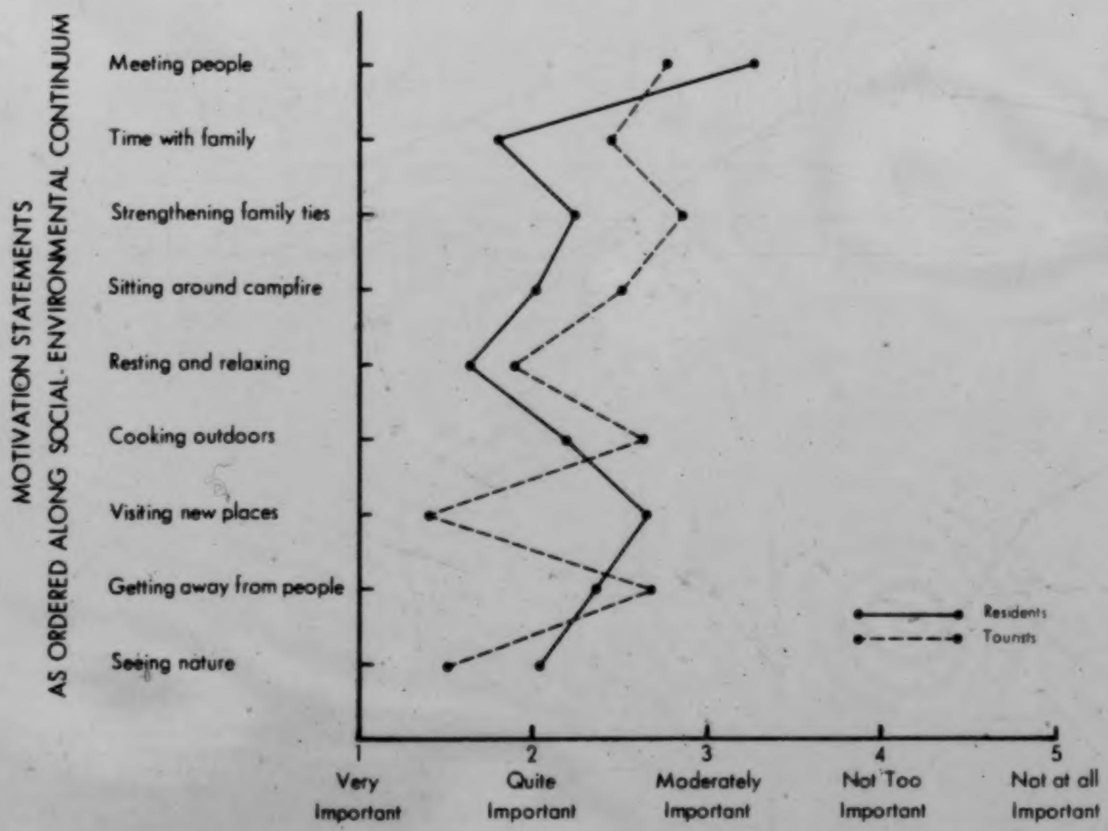
the results for the "Meeting people and building new friendships", "Enjoying the friendly, social atmosphere", and "Getting away from people, other than the camping party" statements are momentarily ignored, it can be seen that the mean scores for the residents were indeed higher than those of the tourists near the social end of the continuum, but after the "Cooking and eating outdoors" statement, the tourists' mean scores of importance were greater in most cases. A clearer presentation of the differences in orientation between the two groups is presented in Figure 6.3 in which comparisons are made for only those motivation statements for which the differences in mean scores of importance were statistically significant.

The results as presented in Figures 6.2 and 6.3 lend partial support for the hypothesis that resident campers exhibit a more social orientation in their camping motivations, while tourist campers exhibit a more environmental orientation. The results for the "Meeting people and building new friendships", "Enjoying the friendly, social atmosphere", and "Getting away from people, other than the camping party" statements, however, appear as exceptions to the general trends and suggest that the conceptualization of the differences in motivations between resident and tourist campers in terms of social-environmental orientation is in some sense inaccurate or incomplete.

Nevertheless, partial support for the hypothesis did

Figure 6.3

RESIDENT AND TOURIST CAMPERS' MOTIVATIONAL ORIENTATIONS FOR STATEMENTS FOR WHICH SIGNIFICANT DIFFERENCES EXISTED



exist and therefore it is not without merit. The consideration of the differences in motivations in terms of social or environmental orientation does provide a better understanding of the nature of the differences and serves as a useful starting point for more complete conceptualizations in future research.

6.5 Differences in Motivations For Socio-Demographic and Trip Characteristic Variables

In Chapter Four it was determined that the place of residence variable was associated with all but two of the eleven socio-demographic and trip characteristic variables considered in this study. This fact suggests that it would be informative to test if associations existed between the motivation statements and these other variables and, if so, whether those relationships observed between the motivation statements and the place of residence variable were authentic.

The results of the examination to determine if associations existed between the motivation statements and socio-demographic and trip characteristic variables are presented in summary form in Table 6.6. Only the previous campground experience variable from among the trip characteristic variables was included in the analysis as this one alone could be considered as an independent variable influencing the values that the motivation statements obtained. It would seem more logical to assume

TABLE 6.6

SUMMARY OF SIGNIFICANCE LEVELS FOR TESTS OF ASSOCIATION BETWEEN MOTIVATION STATEMENTS AND OTHER VARIABLES

Motivation Statement	Age	Sex	Education	Income	Occupation	Previous Campground Experience
Peace, quiet, and solitude	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.
Escaping the routine . . .	n.s.	n.s.	.01	n.s.	.001	.01
Change of pace	.05	.001	n.s.	n.s.	.01	n.s.
Resting and relaxing	n.s.	.05	.05	n.s.	n.s.	.05
Seeing . . . nature	.01	n.s.	n.s.	n.s.	n.s.	.001
Getting . . . fresh air	n.s.	.05	n.s.	n.s.	n.s.	n.s.
Visiting new places . . .	.001	n.s.	.05	.001	.01	.001
Time with family	.001	n.s.	n.s.	.001	n.s.	.001
Sitting around campfire	.05	n.s.	n.s.	n.s.	.05	.001
Participating in activities . .	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.
Cooking outdoors	.05	n.s.	n.s.	n.s.	.02	.01
Enjoying social atmosphere	n.s.	n.s.	.001	n.s.	.001	.05
Getting away from people . . .	n.s.	n.s.	n.s.	.05	.01	.05
Strengthening family ties	.001	n.s.	n.s.	.001	n.s.	.001
Physical exercise	n.s.	.05	n.s.	n.s.	n.s.	n.s.
'Roughing it'	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.
Outdoor skills	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.
Meeting people . . .	.05	n.s.	.05	n.s.	.01	n.s.

that motivations underlying the decision to go camping would influence the values of the trip characteristics, such as planned length of stay and choice of campground, rather than the other way around.

The relationships between the motivation statements and the various variables were generally inconsistent: associations existed in eight of the possible eighteen cases for both the age and occupation variables, while sex, education and income were related to less than one-third of the motivation statements. Only previous campground experience, with associations in ten of the eighteen possible cases, was related to more of the motivation statements than was place of residence.

The fact that the majority of these other variables showed less consistency in association with the motivation statements than did the place of residence variable, severely limits their value as test factors in an elaboration procedure designed to test the durability and authenticity of the significant relationships between the motivation statements and the place of residence variable. Nevertheless, such an elaboration procedure was conducted and the results are presented in summary form in Table 6.7.

The original relationships between the motivation statements and the place of residence variable were found to be spurious in eleven of the fifty-four test situations while in thirty-four situations the relationships were found to be conditional; in only nine of the test situations were

TABLE 6.7

SUMMARY OF SIGNIFICANCE LEVELS FOR TESTS OF ASSOCIATION BETWEEN MOTIVATION STATEMENTS AND PLACE OF RESIDENCE UNDER VARIOUS VARIABLE CONTROLS

Motivation Statement	Age			Sex		Education			Income			Occupation				Previous Experience	
	$\leq$29 yrs.	30-49 yrs.	$\geq$50 yrs.	Male	Female	High School	Tech. Training	Univ. Degree	$\leq$ 14,999	15,000 24,999	$\geq$ 25,000	Non-Worker	Blue Collar	White Collar	Prof. Worker	Yes	No
Resting and relaxing	n.s.	n.s.	n.s.	.01	n.s.	.05	n.s.	n.s.	n.s.	n.s.	.02	.05	n.s.	n.s.	n.s.	n.s.	n.s.
Seeing . . . nature	n.s.	.001	.02	.001	n.s.	.01	n.s.	.001	n.s.	.001	.01	n.s.	.05	.001	n.s.	n.s.	.001
Visiting new places . . .	.001	.001	.001	.001	.001	.001	.001	.001	.02	.001	.001	.01	.001	.001	.001	n.s.	.001
Time with family	.05	.01	n.s.	.01	.05	.01	n.s.	.05	n.s.	n.s.	.001	n.s.	n.s.	.01	n.s.	n.s.	n.s.
Sitting around campfire	n.s.	.02	n.s.	.01	.02	.01	n.s.	n.s.	n.s.	.05	.05	n.s.	.02	n.s.	n.s.	n.s.	n.s.
Cooking outdoors	n.s.	n.s.	n.s.	.05	.01	.001	n.s.	n.s.	n.s.	.01	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.
Getting away from people	n.s.	n.s.	.01	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	.02	.001	n.s.	n.s.	n.s.	n.s.	n.s.
Strengthening family ties	.01	.05	n.s.	.01	.01	.05	n.s.	.01	n.s.	n.s.	.01	.01	n.s.	.01	n.s.	n.s.	n.s.
Meeting people . . .	n.s.	.02	n.s.	.001	n.s.	.05	n.s.	.001	n.s.	.02	.01	n.s.	.02	n.s.	n.s.	n.s.	.001

the original relationships replicated. The original relationship between the "Visiting new places and seeing new sights" statement and place of residence was the most durable under the test conditions, surviving in sixteen of the seventeen specific test cases. The relationships between the "Resting and relaxing", "Cooking and eating outdoors", and "Getting away from people, other than the camping party" and place of residence were the least durable as each survived in only three or four of the specific test cases; the original relationships between the remaining motivation statements and place of residence were replicated in approximately one-half of the specific test cases.

These results which indicate the conditional nature of the relationships between the motivation statements and the place of residence variable suggest that several interrelated variables conjointly influence camping motivations. It would be a difficult task to trace out the relative influence of each variable on each statement, especially given the inconsistent nature of the relationships between the motivation statements and the various independent variables and such a task is beyond the scope of this study. At this point it is sufficient to state that the application of the elaboration model has served to further illustrate the weak and inconsistent nature of the relationships between the motivation statements and the place of residence variable.

6.6 Associations Between the Motivation Statements and the Activity Packages

The results of section 6.3 which reported that the "Resting and relaxing", "Spending time with the family", "Sitting around the campfire and talking", "Cooking and eating outdoors" and "Strengthening family ties" motivation statements were more important to the resident campers than to the tourists, appear to be consistent with the results of Chapter Five in which it was determined that greater proportions of resident campers than tourists had plans to participate in passive free-play activities. Similarly, the findings that "Seeing the beauties of nature" and "Visiting new places and seeing new sights" were more important to tourists than residents appear to be consistent with the fact that greater proportions of tourist campers had plans to participate in appreciative-symbolic activities. Moreover, the fact that "Meeting people and building new friendships" was more important to tourists than residents, and "Getting away from people, other the camping party" was more important to residents, while inconsistent with the general trends in social or environmental orientation, is consistent with the fact that greater proportions of tourist campers indicated intentions to participate in sociable-learning activities. There appears, therefore, to be logical and consistent connections between motivations and planned participation in the activity packages; indeed the assumption underlying the entire investigation into the motivations of resident and tourist campers has been that motivations are associated in a causal sense to activity preferences and would therefore explain to some degree differences between the two groups' activity preferences.

In Table 6.8 are presented the results of crosstabulation analysis conducted in order to determine the nature of the associations between the motivation statements and planned participation in the activity packages. The motivation statements have been arranged into two tiers for presentation: in the upper tier are the nine statements for which resident and tourist campers had significantly different mean scores of importance; in the lower tier are those statements for which significant differences in mean score did not exist.

It can be seen that statistically significant associations between motivations and planned participation existed in only eighteen of the ninety possible cases. [1] Eight of the eighteen motivation statements were related to none of the activity packages, three of the statements were related to only one of the packages, and six of the statements were related to two of the activity packages. The "Visiting new places and seeing new sights" statement was associated with planned participation for three of the activity packages. It is clear that there was a very little

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[1] Two relationships, between the"Getting physical exercise" and "Sitting around the campfire and talking" statements and planned participation in the active-expressive activity package, were just beyond the .05 level of statistical significance (p = .0533 and p = .0535 respectively).

TABLE 6.8

SUMMARY OF SIGNIFICANCE LEVELS FOR TESTS OF ASSOCIATION BETWEEN

PLANNED PARTICIPATION IN ACTIVITY PACKAGES AND MOTIVATION STATEMENTS

	Motivation Statements								
Activity Packages	Meeting People	Time with Family	Strengthening Family Ties	Sitting Around Campfire	Resting and Relaxing	Cooking Outdoors	Visiting New Places	Getting Away from People	Seeing Nature
Appreciative-symbolic	.05*	.02**	.05**	n.s.	n.s.	n.s.	.001*	n.s.	.001*
Extractive-symbolic	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.
Passive free-play	n.s.	.05*	n.s.	.05*	.001*	n.s.	.001**	n.s.	.01**
Sociable-learning	n.s.	n.s.	n.s.	n.s.	.05**	n.s.	n.s.	.01**	n.s.
Active-expressive	n.s.	n.s.	.01*	n.s.	n.s.	n.s.	.01**	n.s.	n.s.

	Enjoying Social Atmosphere	Change of Pace	Physical Exercise	Escaping the Routine	Participating in Activities	Getting Fresh Air	Outdoor Skills	'Roughing It'	Peace, Quiet, Solitude
Appreciative-symbolic	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	.05*	n.s.
Extractive-symbolic	n.s.	n.s.	n.s.	n.s.	.001*	n.s.	n.s.	n.s.	n.s.
Passive free-play	n.s.	n.s.^{a}	n.s.	n.s.^{a}	.05**	n.s.	n.s.	n.s.	n.s.^{a}
Sociable-learning	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.
Active-expressive	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	.05**	n.s.

* Proportions planning to participate were greater among categories indicating higher importance

** Proportions planning to participate were greater among categories indicating lower importance

a - Expected frequencies were <5 in more than 20% of the cells in the contingency table consistency in the associations between the motivation statements and planned participation in the activity packages.

The nature of the associations can also be examined by focussing on the activity packages and noting which of the motivation statements were associated with each package. For example, six motivation statements were found to be associated with the appreciative-symbolic activity package: "Meeting people and making new friendships", "Visiting new places and seeing new sights","Seeing the beauties of nature", and "'Roughing it' for a while", in positive relationships such that the proportions with plans to participate were greater among those categories indicating higher importance; and "Spending time with the family" and "Strengthening family ties" in negative relationships, such that the proportions with plans to participate were greater among those categories indicating lower importance. [2] Table 6.9 presents in greater detail the relationship between the "Visiting new places and seeing new sights" motivation statement and the appreciative-symbolic activity package in order to illustrate the nature of a positive relationship.

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[2] "Very Important" and "Quite Important" were taken to be categories which indicated higher importance and "Moderately Important", "Not Too Important", and "Not at All Important" were taken to be categories which indicated lower importance. In an attempt to eliminate expected cell frequency problems arising from low observed frequencies in the "Not at All Important" category, this category was combined with the "Not Too Important" category for the "Resting and relaxing", "Seeing the beauties of nature", "Enjoying a change of pace", "Escaping from the routine of daily life", and "Enjoying peace, quiet, and solitude" motivation statements.

TABLE 6.9

RELATIONSHIP BETWEEN PLANNED PARTICIPATION IN THE APPRECIATIVE-SYMBOLIC ACTIVITY PACKAGE AND THE "VISITING NEW PLACES AND SEEING NEW SIGHTS" MOTIVATION STATEMENT

	Importance of Motivation Statement					
	Very Important	Quite Important	Moderately Important	Not Too Important	Not at All Important	Total
	%	%	%	%	%	%
Planned to participate	61.5	28.9	22.9	14.3	0.0	40.4
Did not plan to participate	38.5	71.1	77.1	85.7	100.0	59.6
Total	(135)100.0	(76)100.0	(48)100.0	(28)100.0	(10)100.0	100.0

Chi-square = 49.86; d.f. = 4; $p < .001$

As can be seen, greater proportions of those campers who felt that the statement was "Very Important" or "Quite Important" planned to participate in appreciative-symbolic activities than did campers who felt that the statement was of less importance. By comparison, for the "Spending time with the family" statement, the proportions planning to participate increased as the importance of the statement decreased.

It can be seen in Table 6.8 that six motivation statements were associated ith the passive free-play package, three with the active-expressive package, two with the sociable-learning package, and only one with the extractive-symbolic package. The nature of the relationships, whether positive or negative, has been indicated on the Table.

It should be noted that fourteen of the eighteen significant associations between the motivation statements and planned participation in the activity packages can be found in the upper tier of Table 6.8, in which were placed those statements for which the resident and tourist campers' mean scores of importance were significantly different. The nature of the relationships between the importance of the statements and planned participation, whether positive or negative, is consistent with what is known from section 6.3 about the associations between the statements and the place of residence variable, and from Chapter Five about the associations between planned participation in the activity packages and place of residence. For example, the finding that larger proportions of those campers for whom the "Seeing the beauties of nature" statement was "Very Important", planned to participate in appreciative-symbolic activities than did corresponding proportions of campers for whom the statement was of lesser importance, is consistent with the findings that the statement was more important to tourists than to residents, and that greater proportions of tourists had plans to participate in appreciative-symbolic activities. It is perplexing however that statistically significant associations did not appear between so many of the motivation statements and the activity packages when such associations would appear to be logical and consistent with other associations.

6.7 Summary and Conclusions

It was the objective of the analyses reported in this chapter to determine whether resident and tourist campers could be differentiated in terms of the motivations underlying their camping experiences. An examination of the two groups' mean scores of importance for eighteen motivation statements showed significant differences for nine of the eighteen statements. This finding lends partial support for the hypothesis of motivational differences between the two groups but is clearly inconclusive. There is some evidence in these findings, however, to substantiate the contention of other researchers (Knopf, 1972; Schreyer and Roggenbuck, 1978) that people have a variety of motivations and expectations associated with recreational participation, and that people engaged in the same activity may seek different outcomes.

It was further hypothesized that the nature of the differences in motivations between resident and tourist campers could be understood through an examination of the social or environmental orientation expressed in the statement and that such an understanding would contribute to an explanation of the differences in the groups' activity preferences. Evidence to support this contention was found when it was determined that the mean scores of importance of resident campers were higher for motivation statements that were nearer the social end of a social-environmental continuum and that the mean scores of importance were higher for the tourist campers for those statements nearer the environmental end. The lack of statistically significant differences in mean scores for one-half of the statements, and the existence of exceptions to the hypothesized trends, prohibit any claim of substantial support for this aspect of the hypothesis, however. Indeed, the lack of stronger support suggests that "social-environmental orientation" was an incomplete conceptualization of the nature of the two groups' differences in camping motivation and a more comprehensive one is required.

The nature of the differences in motivations were consistent with the findings of Chapter Five that tourist campers expressed a preference for the environmentally-oriented appreciative-symbolic activity package while residents preferred the more socially-oriented passive free-play and active-expressive packages.

Unfortunately, when the assumed connections between the motivation statements and the activity packages were tested, the associations found were both infrequent and inconsistent; statistically significant associations were found in only one-fifth of the number possible. This finding is a matter of considerable concern in that it questions the logic upon which the rest of the chapter's investigations have been based, that an understanding of motivations would contribute to an understanding of activity preferences.

The lack of associations between the motivation statements and the activity packages may have been due, in part, to the methodology which was used to attempt to demonstrate the existence of the assumed relationships. The respondents had been asked to rate the importance of the motivation statements as reasons underlying their decisions to go camping. While participation in different activities is a component of the camping experience, it may have been inappropriate to attempt to relate the motivations associated with the entire camping experience with each of the component activity packages separately. Indeed, this criticism would be valid even if a large number of associations between the statements and the packages had emerged. Had the eighteen statements been read separately for each activity package, such doubts would not exist.

In spite of the problems in relating the motivations statements to the activity packages, the investigations reported in this chapter have yielded a descriptive differentiation between resident and tourist campers which is consistent with, and contributes to, an understanding of the nature of the differences in activity orientations. It remains to be determined whether the differences in activity preferences and motivations, to the extent to which they have been found to exist, result in different assessments of camping satisfaction by residents and tourists. This question is examined in greater detail in the following chapter.

7. CHAPTER SEVEN

THE CAMPING SATISFACTION OF RESIDENT AND TOURIST CAMPERS

7.1 Introduction

In Chapter Five it was determined that resident and tourist campers could be differentiated in terms of their activity preferences and orientations; in Chapter Six it was determined that some support existed for the hypothesis that differences in motivations underlie the differences in activity orientations. Given the two groups' different approaches to the camping experience, the question arises as to whether the recreational opportunities and facilities available in the Yellowknife area campgrounds are capable of equally satisfying the preferences of both groups. It has been hypothesized that this will not be the case; specifically, it has been hypothesized that resident campers would express higher satisfaction than would tourist campers since their greater knowledge of recreational opportunities and alternatives puts them in a better position to match their needs and preferences with satisfying recreational environments.

7.2 The Measurement of Camping Satisfaction

The data required to obtain an indication of the two groups' camping satisfaction were obtained from questions 18 and 19 of the questionnaire. Question 18 stated "Finally in this section, I would like to ask you some brief questions concerning your overall general impressions of this campground. First, could you simply describe how you feel about your stay at this campground?" Question 19 followed and stated "Now if you were to rate your feelings about your stay at this campground, would you say it was: 1. very satisfactory; 2. quite satisfactory; 3. moderately satisfactory; 4. not too satisfactory; 5. not at all satisfactory?"

Question 18 was an open-ended question allowing the respondent to reply in his or her own words. Responses were recorded verbatim with particular attention being paid to the adjectives, adverbs, and idioms used to express their feelings. These responses were later classified into "high", "medium" or "low satisfaction" categories on the basis of the presence or absence of words or qualifiers: superlatives such as "excellent","delightful", "wonderful" or adjectivial modifers such as "very", "really", "highly" were considered to be indications of "high satisfaction"; responses which were positive in tone and which contained adjectives such as "happy", relaxed", "pleased", "enjoyable" were considered to be indications of "medium satisfaction"; responses which were negative in tone such as the following,

> "It's adequate but not what I expected for the Northwest Territories. I expected unspoiled nature and there's litter all over the place. My overall impression is too noisy, too close to the highway, too close to town, too well travelled. I've no impression of being in the North."

were considered to be an indication of "low satisfaction".

Therefore, there were decision criteria regarding the classification of responses and thus an element of objectivity was injected into an otherwise relatively subjective procedure. The responses were classified into categories by the researcher and this classification was then checked with that of one independent judge.

Question 19 constituted a more structured approach to the measurement of satisfaction in that it restricted the range of responses available to the respondent to one of five choices on a five position rating scale. Since the respondent had just recently finished the motivation statement section it was felt that the respondent would be well aware of the choices in response available to him or her and thus no handout card was presented when the question was read.

In Figures 7.1 and 7.2 are presented the frequency distributions of the responses to the two measures of camping satisfaction. It can be seen that few respondents felt negatively about their camping experiences as only nine respondents (3.0% of the total sample) indicated "low satisfaction" in the open-ended measure, while only four respondents (1.3%) rated their stay as "not too satisfactory" and no one (0.0%) rated their stay as "not at all satisfactory". On the other hand, 44.8% and 52.2% of the respondents were judged to have indicated "high satisfaction" and "medium satisfaction" respectively in their open-ended responses, while more than one-half of the

Figure 7.1

FREQUENCY DISTRIBUTION OF RESPONSES TO OPEN-ENDED MEASURE OF CAMPING SATISFACTION

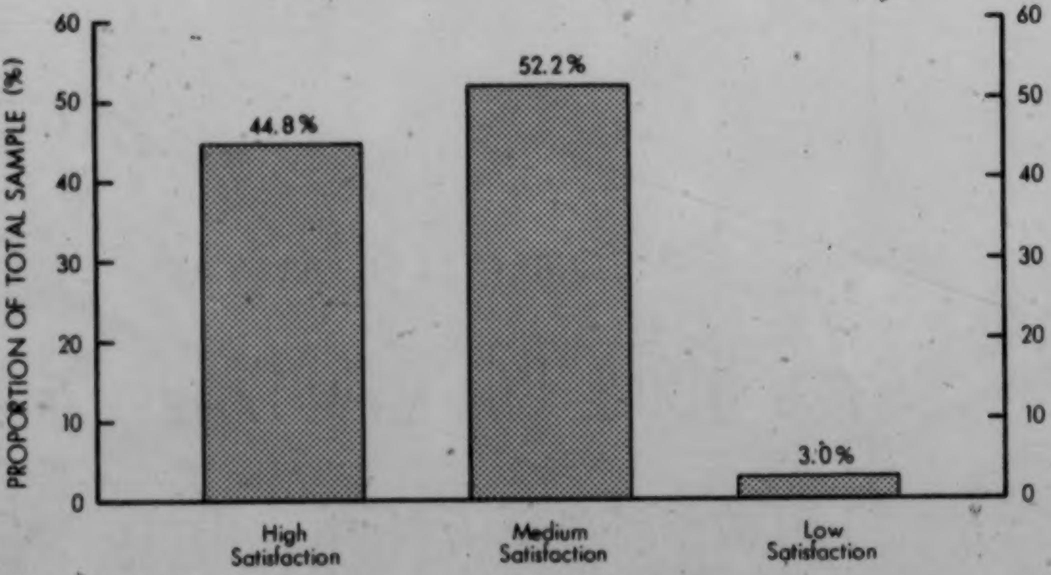
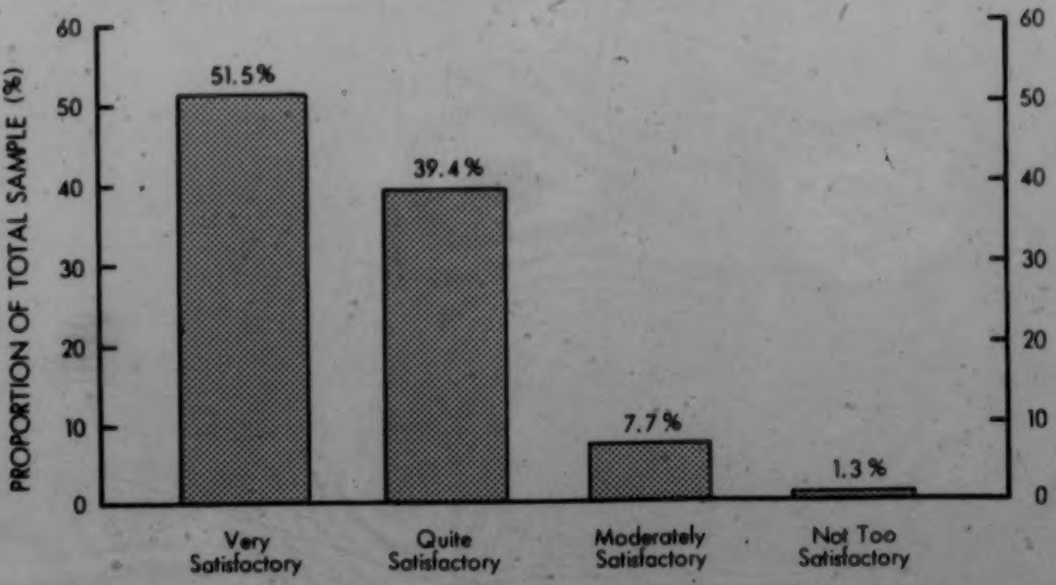


Figure 7.2

FREQUENCY DISTRIBUTION OF RESPONSES TO RATING MEASURE OF CAMPING SATISFACTION



respondents (51.5%) rated their stay as "very satisfactory" and another 39.4% rated their stay as "quite satisfactory". There can be no doubt therefore that the vast majority of campers were well satisfied with their camping experiences in the Yellowknife area campgrounds.

A problem arises, however, in that the pattern of responses was not strictly identical for the two measures of satisfaction. Although both measures indicated a high degree of satisfaction among the campers, the greatest proportions of campers were not found in the highest satisfaction category of both measures. The nature of the differences between the two satisfaction measures is illustrated in greater detail in Table 7.1.[1]

There was agreement between measures as to the satisfaction of the ninety-one campers who rated their stay as "very satisfactory" and whose verbal responses were judged to indicate "high satisfaction". Similarly there was agreement between the two measures as to the lower satisfaction of the twenty-four campers who had rated their stays as "moderately satisfactory or less" and whose verbal responses were judged to indicate "medium satisfaction or less". The other cells in Table 7.1 indicate some incongruity between the two measures however. Specifically,

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[1] To avoid cell frequency problems the "low satisfaction" category of the open-ended measure was merged with the "medium satisfaction" category and the "not too satisfactory" category of the rating measure was merged with the "moderately satisfactory" category to create "medium satisfaction or less" and "moderately satisfactory or less" categories.

TABLE 7.1

OPEN MEASURE OF CAMPING SATISFACTION BY RATING MEASURE OF CAMPING SATISFACTION

Open Measure of Camping Satisfaction	Rating Measure of Camping Satisfaction: Very Satisfactory		Quite Satisfactory		Moderately Satisfactory or Less		Total	
	n	%	n	%	n	%	n	%
High Satisfaction	91	59.5	39	33.3	3	11.1	133	44.8
Medium Satifaction or Less	62	40.5	78	66.7	24	88.9	164	55.2
Total	153	100.0	117	100.0	27	100.0	297	100.0

Chi-square = 31.94; d.f. = 2; p < .001

seventy-eight of the one hundred and seventeen campers who had rated their stays as "quite satisfactory" were judged to have indicated "medium satisfaction or less" in their verbal responses while the other thirty-nine campers in this rating group were judged to have indicated "high satisfaction" in their verbal responses. Similarly, sixty-two campers who had rated their stay as "very satisfactory" were judged on the basis of their verbal responses to have indicated "medium satisfaction or less". Finally, three campers who had rated their stays as being "moderately satisfactory" were judged to have indicated "high satisfaction" in their verbal responses.

It was felt that the greatest understanding of the degree of camping satisfaction expressed by a respondent could be obtained by considering the verbal and the more structured responses in conjunction with one another. Therefore, a combined measure of camping satisfaction, based on the results of Table 7.1, was constructed. [2]

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[2] Babbie (1973:132) has commented that,

> Inevitably, the *operationalization* of concepts is unsatisfying to researchers and to their audiences. Ultimately, concepts rich in meaning must be reduced to oversimplified, inevitably superficial, empirical indicators....
> ...From this standpoint, then, no researcher can measure social [concepts] correctly or incorrectly, he can only make more or less useful measurements. In this sense, then, scientists never collect data, *they create data*. (Italics in original)

Camping satisfaction is not an objectively identifiable entity which can be measured precisely, but rather, a concept which must be operationalized, expressed in the form of an empirical indicator, in order to be studied. Questions 18 and 19 are but two attempts to operationalize the concept

The ninety-one campers who had rated their stays as "very satisfactory" and whose verbal responses were judged to indicate "high satisfaction" were considered to have expressed a "very high level of satisfaction" in their responses. The twenty-four campers who had rated their stay as "moderately satisfactory" and whose verbal responses indicated "medium satisfaction", as well as the three campers who had rated their stays as "moderately satisfactory" but whose verbal responses indicated "high satisfaction", and the seventy-eight campers who rated their stay as "quite satisfactory" but whose verbal responses indicated "medium satisfaction", were all considered to have expressed a "medium level of satisfaction or less" in their responses. The sixty-two campers who had rated their stays as "very satisfactory" but whose verbal responses did not indicate as high a level of satisfaction as those in the "very high satisfaction" group, and the thirty-nine campers who had rated their stays as "quite satisfactory" but whose verbal responses indicated "high satisfaction", were considered as having expressed a "high level of satisfaction" in their responses.

As a result of this procedure, 30.6% (91) of the campers were considered to have expressed "very high satisfaction", 34.0% (101) were considered to have expressed "high satisfaction", and 35.4% (105) were considered to have

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[2] (cont'd)of camping satisfaction as is the combined measure. Each operationalization has its own strengths and weaknesses; neither one however is necessarily a better or more valid measure.

have expressed "medium satisfaction or less". The combined measure therefore is consistent with the high levels of satisfaction for the total sample of Yellowknife area campers which had been indicated by the open-ended and rating measures in Figures 7.1 and 7.2. Indeed, the combined measure of satisfaction could be seen an attempt to differentiate between degrees of high satisfaction rather than simply providing an indication of the presence or absence of satisfaction. Any reference to camping satisfaction in the remainder of this study will refer to this combined measure of camping satisfaction.

7.3 Differences in Camping Satisfaction Between Resident and Tourist Campers

It was the main objective of the investigations reported in this chapter to determine whether resident and tourist campers could be differentiated in terms of camping satisfaction. The results of crosstabulation analysis (Table 7.2) show that no statistically significant differences in camping satisfaction between the two groups existed; indeed, the responses of the groups were almost identical. It is clear, therefore, that no support exists for the hypothesis regarding differences between residents and tourists in terms of camping satisfaction.[3]

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[3] Separate crosstabulation analyses between the open-ended and rating measures of camping satisfaction and the place of residence variable also failed to reveal statistically significant differences.

TABLE 7.2

CAMPING SATISFACTION BY PLACE OF RESIDENCE

Camping Satisfaction		Place of Residence Residents		Tourists		Total
		%		%		%
Very High Satisfaction		30.4		30.8		30.6
High Satisfaction		34.1		34.0		34.0
Medium Satisfaction or Less		35.5		35.2		35.4
Total	(138)	100.0	(159)	100.0	(297)	100.0

Chi-square = 0.005; d.f. = 2; p < .99

Analyses were also conducted to determine whether within-group differences were present as a result of the influence of other residence and information related variables. Among resident campers, a weak trend emerged which indicated that greater satisfaction was associated with longer residence in Yellowknife, but this relationship was not statistically significant. Similarly, no significant relationship emerged between camping satisfaction and the residents' sources of information. Among tourist campers, no significant differences were found between tourists from different regions of the continent, or between tourists grouped and compared on the basis of distance between origin areas and the destination. In similar fashion, no association was observed between camping satisfaction and the tourists' sources of information.

It is possible to suggest several reasons why the hypothesized differences in camping satisfaction did not emerge. First, it may be that the campgrounds are indeed capable of satisfying the different activity and motivational preferences of both resident and tourist campers and that the high satisfaction reported was an accurate reflection of the campers' feelings. On the other hand, differences may have existed, but the admittedly crude and general measures of satisfaction may not have been sophisticated enough to detect these differences. It is unlikely, for example, that tourist campers, after spending considerable time and money in making their trip to the

Yellowknife area, would express low satisfaction with their experiences; rather, the process of dissonance reduction would operate to minimize the discrepancy between expectation and outcome and thus successful and satisfying experiences would be reported (Adams, 1973; Heberlein and Shelby, 1977; Dann, 1978).

7.4 Surrogate Measures of Camping Satisfaction

Respondents were asked in question 8 of the questionnaire whether they had been successful in fulfilling their activity intentions and in question 14 whether they would consider returning to the campground in the future; both questions could be considered surrogate measures of camping satisfaction. Approximately eighty-five percent of the sample of campers indicated that their activity intentions had been fulfilled while 97.3% indicated that they would be willing to return in the future. These figures suggest that the great majority of campers had positive experiences in the campgrounds, and are consistent with the high degree of satisfaction expressed in the more direct satisfaction measures (Figures 7.1 and 7.2). There were no statistically significant differences between residents and tourists in terms of the proportions indicating the fulfillment of intentions or a willingness to return. Severe cell frequency problems caused by the low number of campers who would not return (eight), however, restrict the statistical validity of any analysis of the willingness to return variable.

Crosstabulation analysis conducted to determine the nature of the relationship between camping satisfaction and the fulfillment of activity intentions confirmed the expectation that those campers who had had their intentions fulfilled expressed higher satisfaction than those campers who had not. A similar trend was evident between satisfaction and the willingness to return but, as indicated, cell frequency problems invalidate any discussion of the level of significance associated with the relationship.

7.5 Differences in Camping Satisfaction for Socio-Demographic and Trip Characteristic Variables

It has been determined in Chapter Four that resident and tourist campers could be differentiated in terms of several socio-demographic and trip characteristic variables. Although no association between camping satisfaction and place of residence was found to exist, it is informative to examine the nature of the relationships between camping satisfaction and these other variables in order to determine whether subgroupings of the sample, based on variables other than the place of residence variable, were associated with satisfaction. The results of crosstabulation analyses, in which the levels of camping satisfaction expressed by the component categories of the socio-demographic and trip characteristic variables were compared, are presented in summary form in Table 7.3.

Among the socio-demographic variables, statistically significant relationships emerged between camping satisfaction and age, income, and occupation. The nature of the relationship between camping satisfaction and age is presented in greater detail in Table 7.4. It can be seen that the proportion of campers aged 50 years or over that expressed "very high satisfaction" with their camping stays (39.0%) was greater than the corresponding proportions of campers in the younger age categories (26.5% and 27.6% respectively). Conversely, the proportions of campers expressing "medium satisfaction or less" decreased as age increased. The relationship between satisfaction and age, therefore, was such that greater satisfaction was associated with greater age.

A similar relationship was observed between camping satisfaction and income in that greater satisfaction was associated with higher income. Within the $25,000 and more income group, 36.3% of the campers expressed "very high satisfaction" as compared to 28.6% of the campers in the $14,998 and less category and 25.0% of those in the $15,000 to $24,999 category. Conversely, the proportions expressing "medium satisfaction or less" declined from 46.4% of the low income campers to approximately one-quarter of the high income group.

The nature of the relationship between camping satisfaction and occupation was such that satisfaction

TABLE 7.3

SUMMARY OF SIGNIFICANCE LEVELS FOR TESTS OF ASSOCIATION BETWEEN CAMPING SATISFACTION AND SOCIO-DEMOGRAPHIC AND TRIP CHARACTERISTIC VARIABLES

	Socio-Demographic Variables					
	Residence	Age	Sex	Education	Income	Occupation
Camping Satisfaction	n.s.	.05	n.s.	n.s.	.05	.05

	Trip Characteristic Variables					
	Weekday	Number of Days Camped	Planned Length of Stay	Type of Camping Unit	Previous Campground Experience	Choice of Campground
Camping Satisfaction	n.s.	n.s.	n.s.	n.s.	n.s.	.05

TABLE 7.4

CAMPING SATISFACTION BY AGE

Camping Satisfaction	29 years and under	30 to 40 years	50 years and over	Total
	Age			
	%	%	%	%
Very High Satisfaction	26.5	27.6	39.0	30.5
High Satisfaction	27.9	35.2	37.8	34.2
Medium Satisfaction or Less	45.6	37.2	23.2	35.3
Total	(68)100.0	(145)100.0	(82)100.0	(295)100.0

Chi-square = 9.47; d.f. = 2; p = .0504
No. of missing observations = 2

decreased as the occupational level increased from blue collar to professional worker. The non-working group occupied a position between the white collar and professional workers in terms of the level of camping satisfaction expressed.

Camping satisfaction was found to be associated with only one of the six trip characteristic variables, choice of campground. The nature of this relationship is presented in greater detail in Table 7.5. It can be seen that 24.4% of the campers in Yellowknife Territorial Park campground expressed "very high satisfaction" with their stay as compared to 27.8% of the campers in Prelude Lake campground and 42.5% of the campers in Reid Lake campground. Conversely, 41.2% of the campers in Yellowknife campground indicated only "medium satisfaction or less" as compared to 31.6% and 29.9% of the campers in Prelude Lake and Reid Lake campgrounds respectively. It appears, therefore, that camping satisfaction varied spatially among the three Yellowknife area campgrounds such that Reid Lake campground offered the most satisfying camping experiences while Yellowknife campground offered the least satisfying experiences. Prelude Lake campground appeared to occupy an intermediate position in terms of camping satisfaction although the fact that 68.3% of the Prelude Lake campers expressed "high satisfaction" or more as compared 70.1% of the Reid Lake campers suggest that it was more like Reid Lake campground than Yellowknife campground.

TABLE 7.5

CAMPING SATISFACTION BY CHOICE OF CAMPGROUND

	Territorial Campground			
Camping Satisfaction	Yellowknife	Prelude Lake	Reid Lake	Total
	%	%	%	%
Very High Satisfaction	24.4	27.8	42.5	30.6
High Satisfaction	34.4	40.5	27.6	34.0
Medium Satisfaction or Less	41.2	31.6	29.9	35.4
Total	(131)100.0	(79)100.0	(87)100.0	(297)100.0

Chi-square = 10.22; d.f. = 4; $p < .05$

The existence of relationships between camping satisfaction and several of the socio-demographic and trip characteristic variables suggest that it would be advisable to test if statistically significant differences between resident and tourist campers would emerge when the effects of the other variables were controlled for. Rosenberg (1968:85) has commented in this regard that it is just as necessary to test the authenticity of apparent non-relationships between two variables as it is to test the authenticity of apparent relationships; the apparent absence of a relationship may be due to a third variable which acts as a suppressor to weaken or cancel out a relationship when such a relationship does in fact exist.

An elaboration procedure was therefore conducted to determine if differences in camping satisfaction between resident and tourist campers might emerge. In only one of the thirty partial relationships created by the procedure, among campers with trade or technical education, were any statistically significant differences observed. In this one case resident campers were found to express greater satisfaction than did the tourist campers ($p<.05$). Notwithstanding this one exception, however, it must be concluded that there were no suppressor variables acting to weaken the relationship between camping satisfaction and place of residence and that the non-relationship between these two variables was authentic.

The place of residence variable was also introduced as a test factor in order to see if the relationships between camping satisfaction and the socio-demographic and trip characteristic variables would be altered when place of residence was controlled. For each of the variables, the original trends were replicated: the relationships between camping satisfaction and the income and occupation variables were, however, no longer statistically significant, and the relationships between satisfaction and age and choice of campground were specified such that the original relationship between satisfaction and age held true for the tourist campers only, while the spatial variation of satisfaction was statistically significant among resident campers only.

The specification of the relationships between camping satisfaction and choice of campground, when the place of residence variable was controlled, is presented in Table 7.6. The original relationship between satisfaction and campground was such that the proportion of campers expressing "very high satisfaction" was largest at Reid Lake campground and least at Yellowknife campground. Similar trends were evident among both the resident and tourist campers: 41.5% of the resident campers at Reid Lake campground expressed "very high satisfaction" compared with only 10.0% of the resident campers at Yellowknife campground and 24.5% of the resident campers at Prelude Lake campground; 45.5% of the tourist campers at Reid Lake expressed very high satisfaction compared with 27.0% and

TABLE 7.6

CAMPING SATISFACTION BY CHOICE OF CAMPGROUND BY PLACE OF RESIDENCE

	Place of Residence							
	Residents				Tourists			
		Territorial Campground				Territorial Campground		
Camping Satisfaction	Yellowknife	Prelude Lake	Reid Lake	Total	Yellowknife	Prelude Lake	Reid Lake	Total
	%	%	%	%	%	%	%	%
Very High Satisfaction	10.0	24.5	41.5	30.4	27.0	34.6	45.5	30.8
High Satisfaction	40.0	45.3	23.1	34.1	33.3	30.8	40.9	34.0
Medium Satisfaction or Less	50.0	30.2	35.4	35.5	39.6	34.6	13.6	35.2
Total	100.0 (20)	100.0 (53)	100.0 (65)	100.0 (138)	100.0 (111)	100.0 (26)	100.0 (22)	100.0 (159)
	Chi-square = 12.06; d.f. = 4; p < .02				Chi-square = 6.10; d.f. = 4; p < .20			

34.6% of the tourist campers at Yellowknife and Prelude Lake campgrounds. The trend among the tourists, however, was not prominent enough to be statistically significant.

7.6 Relationships Between Camping Satisfaction and Motivations

Crosstabulation analysis was conducted in order to determine the nature of the relationships between camping satisfaction and the importance of the motivation statements as expressed by the respondents. [4] In Table 7.7 is presented the relationship between camping satisfaction and the "Enjoying peace, quiet, and solitude" statement which was considered to be the most important motivation statement by the total sample of campers (Table 6.2). As can be seen, 38.4% of those who felt the motivation was "Very Important" expressed "very high satisfaction" as compared to approximately twenty percent of those who felt the statement was either "Quite" or"Moderately Important"; conversely, the proportion indicating "medium satisfaction or less" was lower among those who felt the statement was "Very Important" than among the other importance categories.

In addition to the "Enjoying peace, quiet, and solitude" statement, statistically significant relationships

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[4] Because of cell frequency problems for the majority of the motivation statements when the five position scale was used in the crosstabulation analysis, the categories "Not Too Important" and "Not at All Important" were merged with the "Moderately Important" category to form a "Moderately Important or less" category.

TABLE 7.7

CAMPING SATISFACTION BY IMPORTANCE OF THE "ENJOYING PEACE, QUIET, AND SOLITUDE" MOTIVATION STATEMENT

	Importance of Motivation Statement			
Camping Satisfaction	Very Important	Quite Important	Moderately Important or Less	Total
	%	%	%	%
Very High Satisfaction	38.4	21.1	22.9	30.6
High Satisfaction	32.1	35.6	37.5	34.0
Medium Satisfaction or Less	29.6	43.3	39.6	35.4
Total	(159)100.0	(90)100.0	(48)100.0	(297)100.0

Chi-square = 10.48; d.f. = 4; $p < .05$

in the same direction of trend were also found for the "Escaping from the routine of daily life", "Seeing the beauties of nature", "Getting a breath of fresh air", "Sitting around the campfire and talking", "Enjoying the friendly, social atmosphere", and "Getting away from people, other than the camping party". It could be suggested that these results indicate which of the motivations of the Yellowknife area campers were best being satisfied in the three campgrounds. The presence of similar trends for all the other motivation statements, although not statistically significant, and the lack of more direct questionning as to the degree to which each motivation was satisfied, however, prohibit any conclusive statement to be made.

7.7 Relationships Between Camping Satisfaction and Activity Preferences

Crosstabulation analysis was also conducted in order to determine the nature of the relationships between camping satisfaction and activity preferences, as measured by planned participation in each of the five activity packages. For each of the activity packages, no significant differences were observed between those who planned to participate and those who had not planned such participation. These results suggest that participation in any one package was no more likely to lead to greater camping satisfaction than participation in any of the other packages.

7.8 Campground Factors Associated with Camping Satisfaction

The results reported in Table 7.5 indicated that camping satisfaction varied spatially among the three Territorial Park campgrounds in the Yellowknife area such that the proportions of campers expressing "very high satisfaction" were largest in Reid Lake campground and smallest in the Yellowknife campground. Foster (1977) had noted that camping satisfaction varied spatially among seven Alberta Provincial Park campgrounds and proceeded to examine the effects of various campground features on camping satisfaction. Given the infrequent and inconsistent relationships which emerged in sections 7.3 and 7.5 between satisfaction and the characteristics of the campers, it is instructive to examine the data to see if support exists for an *ex post facto* hypothesis that camping satisfaction may be more dependent upon features of the campground environment than upon those of the users.

The respondents were given the opportunity in questions 9 and 10 of the questionnaire to indicate in their own words the things they liked and disliked about the campground, and in question 20, what in terms of facilities or management practices they would like to see changed in order to make it a better place to camp. In Tables 7.8, 7.9, and 7.10 are presented the absolute frequency of mention for the specific likes, dislikes, and improvements indicated by the total sample of Yellowknife area campers, and a comparison of the proportions of campers in each of the campgrounds that mentioned each feature.

In Table 7.8 it can be seen that campground design/layout was the positive feature that was mentioned most frequently, and by the largest proportion of the sample (29.3%). Between one-fifth and one-quarter of the campers also identified campground cleanliness, quiet, the attractiveness of the surrounding scenery, and the availability of firewood and water as positive features of the campgrounds.

If the campgrounds are examined separately, however, it can be seen that different features had different importance within the individual campgrounds. The positive features mentioned by the largest proportion of campers in the Yellowknife campground were campground design/layout and campground cleanliness, while in Prelude Lake campground quiet and design, and in Reid Lake campground cleanliness and the attractiveness of the scenery were mentioned most frequently. The differences in the proportions in the separate campgrounds mentioning these features were not statistically significant however, with the exception of quiet which was mentioned by more than one-third of the campers in Prelude Lake campground as compared to one-quarter of the Reid Lake campers and only 16.8% of the campers in Yellowknife campground. Other differences between the campgrounds in terms of the positive features mentioned were that the privacy of the sites, the closeness to a lake for fishing, and the lack of crowding were mentioned more

TABLE 7.8

SPECIFIC POSITIVE FEATURES OF THE CAMPGROUNDS

	Absolute Frequency of Mention	Proportion of Total Number of Features Mentioned	Proportion of Yellowknife Campers Mentioning Feature	Proportion of Prelude Lake Campers Mentioning Feature	Proportion of Reid Lake Campers Mentioning Feature	Proportion of Total Sample Mentioning Feature	Chi-Square	Level of Significance [a]
		(n = 763)	(n = 131)	(n = 79)	(n = 87)	(n = 297)		
Specific Positive Feature	n = 763	%	%	%	%	%		
Campground design/layout	87	11.4	33.6	29.1	23.0	29.3	2.84	n.s.
Campground clean/well kept	76	10.0	25.2	22.8	28.7	25.6	0.79	n.s.
Quiet	72	9.4	16.8	36.7	24.1	24.2	10.64	.01
Attractive scenery	70	9.2	21.4	24.1	26.4	23.6	0.76	n.s.
Firewood available	66	8.7	24.4	19.0	21.8	22.2	0.85	n.s.
Drinking water available	59	7.7	24.4	11.4	20.7	19.9	5.31	n.s.
Separated sites/privacy	47	6.2	9.9	17.7	23.0	15.8	6.99	.05
Toilets clean/well kept	46	6.0	21.4	11.4	10.3	15.5	6.24	.05
Close to lake/fishing	41	5.4	9.9	11.4	21.8	13.8	6.76	.05
Beach available	41	5.4	22.1	3.8	10.3	13.8	15.17	.001
Close to Yellowknife	31	4.1	20.6	5.1	0.0	10.4	27.08	.001
Not crowded	29	3.8	2.3	13.9	17.2	9.8	15.38	.001
Others	98	12.8	-	-	-	-	-	-

a - Degrees of freedom associated with chi-square tests = 2

TABLE 7.9

SPECIFIC NEGATIVE FEATURES OF THE CAMPGROUNDS

Specific Negative Feature	Absolute Frequency of Mention	Proportion of Total Number of Features Mentioned	Proportion of Yellowknife Campers Mentioning Feature	Proportion of Prelude Lake Campers Mentioning Feature	Proportion of Reid Lake Campers Mentioning Feature	Proportion of Total Sample Mentioning Feature	Chi-Square	Level of Significance [a]
		(n = 362)	(n = 131)	(n = 79)	(n = 87)	(n = 297)		
	n = 362	%	%	%	%	%		
Mosquitoes/insects	58	16.0	20.6	19.0	18.4	19.5	0.18	n.s.
Noise	45	12.4	24.4	10.1	5.7	15.2	16.30	.001
Poor water location/connection	43	11.9	7.6	34.2	6.9	14.5	33.75	.001
Unclean toilets	31	8.6	8.4	11.4	12.6	10.4	1.11	n.s.
Campground/site litter	19	5.2	7.6	5.1	5.7	6.4	0.63	n.s.
Lack of sites available	19	5.2	9.2	5.1	3.4	6.4	3.17	n.s.
Distance to lake	18	5.0	1.5	17.7	2.3	6.1	25.76	.001 [b]
Lack of showers	17	4.7	12.2	0.0	1.1	5.7	18.39	.001 [b]
Lack of electrical/sewage hookups	16	4.4	9.2	2.5	2.3	5.4	6.55	.05 [b]
Excessive campground traffic	15	4.1	9.9	2.5	0.0	5.1	12.16	.01 [b]
Rough access roads	8	2.2	1.5	1.3	5.7	2.7	4.39	n.s. [b]
Hard tent pads	7	2.0	2.3	2.5	2.3	2.4	0.01	n.s.
Others	66	18.2	-	-	-	-	-	-

a - Degrees of freedom associated with chi-square tests = 2

b - Expected frequencies were <5 in more than 20% of the cells in the contingency table

TABLE 7.10

SPECIFIC CAMPGROUND IMPROVEMENTS SUGGESTED BY THE CAMPERS

Specific Improvement Suggested	Absolute Frequency of Mention	Proportion of Total Number of Improvements Mentioned	Proportion of Yellowknife Campers Mentioning Improvement	Proportion of Prelude Lake Campers Mentioning Improvement	Proportion of Reid Lake Campers Mentioning Improvement	Proportion of Total Sample Mentioning Improvement	Chi-Square	Level of Significance[a]
		(n = 403)	(n = 131)	(n = 79)	(n = 87)	(n = 297)		
	n = 403	%	%	%	%	%		
More/closer drinking water	62	15.4	15.3	40.5	11.5	20.9	25.56	.001
Showers/wash area	43	10.7	24.4	5.1	8.0	14.5	19.04	.001
Modern toilets/hookups	33	8.2	16.0	11.4	3.4	11.1	8.39	.02
More campsites/grounds	33	8.2	12.2	13.9	6.9	11.1	2.36	n.s.
Better toilet maintenance	27	6.7	6.1	12.7	10.3	9.1	2.79	n.s.
Increased/permanent supervision	21	5.2	8.4	7.6	4.6	7.1	1.19	n.s.
Better campsite/ground maintenance	20	5.0	7.6	5.1	6.9	6.7	0.52	n.s.
Noise control/restrictions	18	4.7	9.2	3.8	3.4	6.1	3.96	n.s.
More toilets	17	4.2	6.1	0.0	10.3	5.7	8.27	.02[b]
More information/signing	17	4.2	9.2	5.1	1.1	5.7	6.30	.05[b]
Access road maintenance	13	3.2	1.5	5.1	8.0	4.4	5.43	n.s.[b]
Campground traffic control	12	3.0	6.9	3.8	0.0	4.0	6.38	.05[b]
Beach/playground additions	12	3.0	0.8	7.6	5.7	4.0	6.87	.05[b]
Others	75	18.6	-	-	-	-	-	-

a - Degrees of freedom associated with chi-square tests = 2

b - Expected frequencies were <5 in more than 20% of the cells in the contingency table frequently in Reid Lake and Prelude Lake campgrounds, while the cleanliness of the toilets, the availability of a beach, and the closeness to Yellowknife were mentioned more frequently in Yellowknife campground. It is apparent, therefore, that while the positive campground features were peculiar to the individual campgrounds to a considerable degree, there was nevertheless agreement among all the campers as to which positive features were the most important.

In Table 7.9 are identified those elements of the campground environment which were disliked by the campers. The presence of mosquitoes and other insects was the negative feature most frequently mentioned (one-fifth of the sample). Noise, poor drinking water locations or connections to allow the filling of trailers, and unclean toilets were also mentioned by more than ten percent of the campers.

The peculiarity of a feature to an individual campground was more evident among the negative features than it was among the positive features. Noise, the lack of showers and other modern features such as electrical and sewage hookups, excessive campground traffic, and the lack of sites available were complaints mentioned more frequently in Yellowknife campground than in the other two campgrounds. In Prelude Lake campground, more than one-third of the campers mentioned the poor location of the drinking water and almost one-fifth mentioned the distance to the lake as negative features; by comparison, the proportions of

Yellowknife and Reid Lake campers making these complaints were relatively small. Other complaints, which were common to all three campgrounds, were the cleanliness of the toilets and the cleanliness of the campsites and the campground in general.

The facilities and management practices that the campers felt should be improved, in order to make the campgrounds more satisfying places to camp, are presented in Table 7.10. Improvement in the availability of drinking water was mentioned by more than ten percent of the campers in all three campgrounds, but was particularly an issue in Prelude Lake campground where 40.5% of the campers mentioned it. Other improvements suggested by more than ten percent of the Prelude Lake campers included more campsites or campgrounds, better toilet maintenance, and modern toilets or hookups. In Yellowknife campground, the addition of showers or a wash area was mentioned by one-quarter of the campers, while modern toilets and hookups, more campsites and campgrounds, noise restrictions, and more information were also mentioned by approximately one-tenth of the campers. In Reid Lake campground, better toilet maintenance and the addition of more toilets were the improvements suggested most frequently after more drinking water locations.

The identification of the positive and negative features of the campgrounds, and the facilities and practices which the campers felt should be improved, is clearly of value to the Territorial Parks Branch. The nature of the relationships between camping satisfaction and each of the features and improvements mentioned remains to be determined, however, for "It is conceivable that a like or dislike may have been mentioned frequently, but due to its lack of saliency, it does not strongly influence satisfaction" (Foster, 1977:104). Therefore, the camping satisfaction of those campers who had mentioned each of the positive or negative features, or had suggested an improvement, was compared with the satisfaction of those campers who had not.

In Table 7.11 are presented the results of the analyses to determine the relationships between camping satisfaction and the four most frequently mentioned positive campground features. As can be seen, the proportions of campers expressing "very high satisfaction" were greater among those campers who had mentioned the specific positive features, and conversely, the proportions of campers expressing "medium satisfaction or less" were greater among those campers who had not mentioned the feature. These trends were prominent enough to be statistically significant for only the campground design/layout and campground cleanliness features. Similar trends were evident for the other eight positive features indicated in Table 7.8, but only the associations for the well separated sites/privacy and the close to Yellowknife features were statistically significant ($p<.01$ and $p<.05$ respectively).

TABLE 7.11

CAMPING SATISFACTION BY SPECIFIC POSITIVE CAMPGROUND FEATURES

	Specific Positive Feature							
	Campground Design/Layout		Campground Clean/Well Kept		Quiet		Attractive Scenery	
Camping Satisfaction	Mentioned	Not Mentioned	Mentioned	Not Mentioned	Mentioned	Not Mentioned	Mentioned	Not Mentioned
	%	%	%	%	%	%	%	%
Very High	41.4	26.2	39.5	27.6	41.7	27.1	38.6	28.2
High	35.6	33.3	36.8	33.0	30.6	35.1	32.9	34.4
Medium or Less	23.0	40.5	23.7	39.4	27.8	37.8	28.6	37.4
Total	(87)100.0	(210)100.0	(76)100.0	(221)100.0	(72)100.0	(225)100.0	(70)100.0	(227)100.0
Chi-square	10.05		6.78		5.65		3.11	
Degrees of freedom	2		2		2		2	
Level of Significance	p < .01		p <.05		p <.06		p <.25	

The nature of the relationships between camping satisfaction and the specific negative features was such that the proportions expressing "very high satisfaction" were larger among those who had not mentioned the negative feature, and conversely, the proportions expressing only "medium satisfaction or less" were larger among those campers who had mentioned the feature. For example, 32.9% of those who did not complain about noise problems expressed "very high satisfaction" as compared to 17.8% of those who did; on the other hand, 34.1% of those who had not mentioned this negative feature expressed "medium satisfaction or less" as compared to 42.2% of those who had. While such trends were evident for all the negative features included in Table 7.9, only the relationships between satisfaction and the campground/site litter and the lack of showers features were statistically significant ($p<.02$ and $p<.05$ respectively).

Crosstabulation analyses were also conducted to determine the nature of the relationships between camping satisfaction and the improvements suggested by the campers. The results of these tests were similar to those evident for the negative features in that, for each of the improvements mentioned, lower satisfaction was expressed by those who had mentioned the improvement, and higher satisfaction was expressed by those who had not mentioned it. Only three of the thirteen specific improvements indicated in Table 7.10 - showers/wash area, modern toilets/hookups, and increased/permanent supervision - were associated with satisfaction in statisically significant relationships, however (p<.05, p<.02, and p<.05 respectively).

As indicated in Tables 7.8, 7.9, and 7.10, between ten and twenty percent of the positive and negative campground features and the suggested improvements were mentioned too infrequently to be included as separate categories in the Tables. In order to include these "other" features and improvements in the analyses, and in order to consider the campground features in a larger perspective, the specific features and improvements were grouped into logically consistent categories.

In Table 7.12 are presented the results of the analyses to determine the nature of the relationships between camping satisfaction and the grouped positive features of the campgrounds.[5] The relationships were very similar to those between camping satisfaction and the specific positive features in that those campers who had mentioned a positive feature expressed higher satisfaction than did those campers who had not mentioned the feature. While such trends were evident for each of the positive feature categories, only the relationships between camping satisfaction and good design and good management were statistically significant.

The grouped negative features (design problems, maintenance problems, lack of facilities, management

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[5] Good location has not been included in Table 7.12 because the low frequency of mention of its component features (close to Yellowknife, far from Yellowknife) resulted in cell frequency problems during the crosstabulation analysis.

TABLE 7.12

CAMPING SATISFACTION BY GROUPED POSITIVE FEATURES OF THE CAMPGROUND

	Positive Feature									
	Good Design		Good Maintenance		Good Facilities		Good Management		Natural Environment	
Camping Satisfaction	Mentioned	Not Mentioned	Mentioned	Not Mentioned	Mentioned	Not Mentioned	Mentioned	Not Mentioned	Mentioned	Not Mentioned
	%	%	%	%	%	%	%	%	%	%
Very High	41.0	21.5	37.1	26.5	31.9	30.0	40.2	26.3	33.8	28.1
High	34.5	33.5	35.3	33.1	37.2	32.5	31.5	35.1	30.8	36.5
Medium or Less	24.5	44.9	27.6	40.3	30.9	37.4	28.3	38.5	35.3	35.3
Total	(139)100.0	(158)100.0	(116)100.0	(181)100.0	(94)100.0	(203)100.0	(92)100.0	(205)100.0	(130)100.0	(167)100.0
Chi-square	17.95		5.92		1.28		6.13		1.49	
Degrees of freedom	2		2		2		2		2	
Level of Significance	p <.001		p <.10		p <.70		p <.05		p <.50	

Good Design - campground design/layout; separated sites/privacy; not crowded; others.
Good Maintenance - campground clean/well kept; toilets clean/well kept; others.
Good Facilities - firewood available; drinking water available; fire grills available; others.
Good Management - quiet; others.
Natural Environment - attractive scenery; close to lake/fishing; beach available; others.

problems, environmental nuisances) and the grouped improvements suggested (better design, better maintenance, better/more facilities, better management) were also tested for associations with satisfaction. Trends were observed such that those who had mentioned each of these categories expressed lower satisfaction than did those who had not; for none of these categories, however, were the trends prominent enough to be statistically significant.

In addition to the positive and negative campground features and suggested improvements discussed above, data were sought in questions 11, 12, and 13 of the questionnaire regarding the campers' opinions on the intersite vegetative screening, intersite distance, and the level of campground development. Respondents were asked to indicate whether they felt the intersite screening was "too much", "just right", or "too little", whether the intersite distance was "too far", "just right", or "too close", and whether the campground was "overdeveloped", "just right", or "underdeveloped". None of the respondents in the sample felt that the intersite screening was "too much" or that the intersite distance was "too little"; in fact 88.2% of the sample felt that the intersite screening was "just right" and 91.6% felt thet the intersite distance was "just right". Seven respondents (2.4% of the sample) felt that their campground was "overdeveloped" while 23.2% felt it was "underdeveloped"; three-quarters of the campers interviewed, therefore, felt that the level of development was "just right". There were no significant differences in response between the campers in the three campgrounds.

Crosstabulation analyses were conducted to determine whether camping satisfaction was associated with these variables. For the intersite screening and intersite distance variables it was observed that the proportions expressing "very high satisfaction" were larger among those who had responded "just right" as compared to to those who had responded "too little" or "too close". Similarly, greater satisfaction was expressed by those who felt that the level of campground development was "just right". The differences in satisfaction were statistically significant for the intersite distance and campground development variables ($p<.05$ and $p<.001$ respectively), but they were not, however, for intersite screening.

Crosstabulation analyses were also conducted in order to determine whether resident and tourist campers differed in terms of the positive and negative campground features and suggested improvements identified. Only four of the twelve specific positive features were associated with the place of residence variable: tourists more frequently mentioned good campground design, the availability of drinking water, and the cleanliness of the toilets; residents more frequently mentioned the absence of crowded conditions. Only two of the specific negative features and four of the specific improvements suggested were associated with place of residence: residents more frequently mentioned unclean toilets as a negative feature, and also more frequently mentioned better toilet maintenance as an improvement that should be made; tourists more frequently mentioned the lack of showers as a negative feature, and also more frequently suggested showers as an improvement; improvements to the beach and playground facilities, as well as to the firewood supplies, were mentioned by larger proportions of the resident campers. No statistically significant differences between the two groups were observed in the responses to the questions regarding the intersite screening and distance, or the level of campground development.

The results of the tests to determine the influence of various campground factors on camping satisfaction were somewhat disappointing in that so few of the positive and negative features or suggested improvements were statistically related to satisfaction. It must be remembered, however, that the levels of significance associated with the chi-squared test depend on both the strength of the relationship and the size of the sample (Blalock, 1972:293). If the sample size in this study had been larger, several more of the relationships between camping satisfaction and the campground features may have been statistically significant. Given the clear trends which existed between satisfaction and the campground features, the emphasis in interpreting these results should not be placed completely on the statistical significance of the relationships, but rather, on the importance of the relationships. The analyses reported in this section have identified specific positive features and problem areas in the campgrounds and have indicated the influence that these have on camping satisfaction. Such information is clearly of value to the Territorial Parks Branch in their attempts to provide satisfying camping experiences.

7.9 Summary and Conclusions

It was the objective of this chapter to determine whether differences between resident and tourist campers in terms of camping satisfaction existed. No support for these hypothesized differences was found, however, and given the high degree of satisfaction expressed, it appears that both groups assess the Yellowknife area Territorial Park campgrounds as recreational environments eminently appropriate for the realization of their activity and motivational objectives. A process of elaboration confirmed the authenticity of the non-relationship between camping satisfaction and place of residence.

Crosstabulation analysis was conducted in order to determine the nature of the relationships between camping satisfaction and the importance of the motivation statements. Trends were observed such that greater satisfaction was associated with greater importance for all the statements; for just over one-third of the eighteen were these relationships statistically significant. The lack of a more specific measure of the degree to which each individual motivation or expectation was realized, however, prohibits any conclusive statement to be made about which motivations were best being satisfied in the three campgrounds.

Crosstabulation analysis was also conducted to determine the nature of the relationships between camping satisfaction and the five activity packages. No differences in satisfaction were observed, however, between those campers who did plan to participate and those campers who did not have such plans for any of the activity packages.

Statistically significant differences in camping satisfaction were observed between the three campgrounds such that the proportion of campers expressing "very high satisfaction" was the largest in Reid Lake campground and the smallest in Yellowknife campground. Positive and negative campground features were identified and often found to be more prominent in one or another of the campgrounds. When tests were conducted in order to determine the effects of each of these campground features on camping satisfaction, it was found that, while trends existed such that greater satisfaction was associated with the mention of the positive features and the non-mention of the negative features, these relationships were usually not statistically significant. It has been suggested that these relationships are nevertheless important because they do indicate an influence on camping satisfaction and are amenable to control by management in that the positive features can be replicated and the negative features changed in order to increase satisfaction.

The lack of success in discovering many variables which were associated with camping satisfaction is somewhat disappointing. It has been noted that the small sample size may have contributed to the non-significance of several of the observed trends. It must also be remembered that the majority of the campers expressed high satisfaction with their stays and that there was thus not a great degree of variation in satisfaction. This fact surely contributed to the inability to determine factors associated with variations in satisfaction. All things considered, the general consensus as to the highly satisfying experiences in the Yellowknife area campgrounds is no doubt more important than the lack of success in finding more variation, and variables associated with such variation.

8. CHAPTER EIGHT

SUMMARY, IMPLICATIONS, AND CONCLUSIONS

8.1 Introduction

This chapter presents a brief restatement of the objectives and hypotheses around which this study has been structured and a summary of the results of the procedures designed to test these hypotheses. This is followed by a discussion of the practical and theoretical implications that arise from the results as well as practical recommendations and suggestions for further research. Finally, the chapter concludes with a statement on the results of the study and the role of behavioural information in recreation research.

8.2 Review of the Study

It was the objective of this study to determine whether local resident and extra-regional tourist campers could be differentiated in terms of a system of activity preferences, motivations and expectations underlying the decision to go camping, and assessments of the camping satisfaction to be had in Yellowknife area Territorial Park campgrounds. In order to test for such differences, three hypotheses were formulated. These were:

1. Resident and tourist campers can be differentiated in terms of activity preferences. Specifically, resident will indicate a greater social or activity orientation in their preferences while tourists will indicate a greater environmental orientation in their preferences.

2. Resident and tourist campers can be differentiated in terms of the motivations and expectations underlying the decision to go camping. Specifically, and consistent with their activity preferences and orientations, residents will rate motivation statements which express a social orientation higher in importance than will tourists, who will rate environmentally oriented statements higher in importance.

3. Resident and tourist campers can be differentiated in terms of their assessments of camping satisfaction. Specifically, because of differences in the two groups' knowledge of the recreational opportunities and alternatives in the area, and the influence this has on the potential for realizing activity and motivational aspirations, residents will express greater satisfaction with their camping experiences than will tourists.

Prior to the examination of these hypotheses, it had been determined (Chapter Four) that the place of residence variable was associated with a number of descriptive socio-demographic and trip characteristic variables. The existence of these relationships suggested that it would also be informative to determine whether associations between these variables and activity preferences, motivations, and satisfaction existed, and if they did, to apply the elaboration model of analysis in order to determine the relative importance of the place of residence variable in accounting for any variations in the dependent variables. It was also reported in Chapter Four that the two groups were found to differ on two variables associated with the process of recreational choice, namely, the sources of information available to the two groups, and the reasons for choosing the campground in which they were interviewed.

The nature and results of the analyses designed to test each of the three hypotheses were described in detail in Chapters Five, Six, and Seven respectively, and therefore will only be summarized briefly here. The results reported in Chapter Five indicated that local resident and extra-regional tourist campers did indeed possess different activity preferences and that these differences could be interpreted to suggest that resident campers were more socially- or activity-oriented while tourist campers were more environmentally-oriented. The application of the elaboration model lent substantial support to the initial results regarding the differences between resident and tourist campers' activity preferences since the original trends were replicated under most test situations. The small sample size, however, inhibited interpretation in some cases in that, while the original trends were replicated, they were not strong enough to be statistically significant. Nevertheless, it was concluded that the data supported the hypothesis regarding differences in activity preferences and orientation, although it was noted that the results associated with the sociable-learning activity package were an exception to the trend.

The results of the analyses reported in Chapter Six lent only partial support to the hypothesis that the motivations and expectations underlying the decision to go camping were different for resident and tourist campers. Statistically significant differences in the two groups' importance rating scores were found for only nine of the eighteen motivation statements used in the interview. Furthermore, there was general agreement among the residents and tourists as to which of the statements were most important, and which were least important. When the differences in importance ratings were considered in terms of social or environmental orientation, a trend indicating that resident campers did value socially-oriented motivations more highly than did tourists, and that tourist campers valued environmentally-oriented motivation statements more highly than did residents emerged, but the lack of statistically different scores for one-half of the statements, and some exceptions to the expected trends, prohibited any claim of substantial support for the hypothesis. When the elaboration procedure was applied several of the original relationships were not replicated, or were found to be conditional, further indicating the weakness of the associations between the motivation statements and the place of residence variable.

The results reported in Chapter Seven indicated that the total sample of campers expressed high satisfaction with their camping experiences in the Yellowknife area Territorial Park campgrounds, and that there were no statistically significant differences in camping satisfaction between resident and tourist campers. These results were substantiated by the large proportions of campers indicating their willingness to return in the future and that their activity intentions had been fulfilled. When the elaboration procedure was conducted to determine suppressor efforts due to other variables, the lack of relationship between camping satisfaction and the place of residence variable was confirmed.

Camping satisfaction did vary spatially among the campgrounds, however, such that the satisfaction expressed by campers in Yellowknife campground was lower than that expressed by campers in Prelude Lake and Reid Lake campgrounds. The investigation therefore turned to determining what campground factors might be associated with camping satisfaction. As was to be expected, the presence of positive campground features, such as good design and management, was found to be associated with high satisfaction, while negative campground features, such as a lack of facilities and poor maintenance, contributed to lower satisfaction. In addition to these general factors, specific positive features, negative features, and required improvements were identified for each of the three campgrounds.

In summary, the analyses indicated substantial support for the first hypothesis regarding the activity preferences and orientations of resident and tourist campers, partial support for the second hypothesis regarding the motivations of the two groups, and no support for the third hypothesis regarding their assessments of camping satisfaction. Several implications arise from these results from which may be drawn both practical recommendations and suggestions for further research.

8.3 Practical Implications and Recommendations

The fact that resident and tourist campers have different activity preferences has important implications for regional recreation and tourism development strategies. As McCool (1976, 1978) has noted, the nature of facilities and programs provided, and the capital expenditures associated with such provision, vary considerably for the different activity packages. For example, appreciative-symbolic activities require less in the way of facilities support than do active-expressive activities.

In the Yellowknife area, it is likely that opportunities designed to fulfill needs for extractive-symbolic activities, particularily fishing, are likely to be in considerable demand by both resident and tourist campers; efforts to protect and enhance sport fishing opportunities must therefore be made. Beyond that, however, decisions to attract tourist campers, and the subsequent development of appropriate promotional campaigns, must be based upon the provision of facilities for appreciative-symbolic activities, which ultimately will mean maintaining the relatively undeveloped quality of the natural environment for activities such as sightseeing, hiking and photography. At the campground level, natural interpretive programs, ranging from self-guiding trails to presentations by naturalists, are called for. If, on the other hand, managers define their objectives more in terms of the interests of the local population, then a higher degree of development may be required for passive-free play and active-expressive forms of recreation. At the campground level, the development of more picnic areas, group camping areas, playground facilities, beach and boat launching areas would be called for.

It was pointed out in Chapter Seven that, while the campers generally expressed high satisfaction with their camping experiences in all the campgrounds, each of the three campgrounds had its own specific problems. It is clear that the Territorial Parks Branch should rectify the negative features identified, and replicate and reinforce the positive features.

The Yellowknife campground requires more attention than the other two in this regard, since the satisfaction expressed at this campground was lower than at Prelude Lake and Reid Lake campgrounds. The problems at Yellowknife campground can be attributed to the amount and nature of use (and abuse) experienced by this campground. The campground experiences not only heavy use by legitimate resident and tourist campers, but is also heavily used by Yellowknife residents for picnicking, partying, and access to Long Lake beach. An increased Territorial Park Branch presence in the campground, in the form of a permanently stationed Parks Officer who would limit access to the campground to legitimate users, control rowdiness and noise, and deter vandalism, should be established. The presence of such an authority would also be desirable at Prelude Lake and Reid Lake campgrounds on weekends when these campgrounds also experience heavy use; during the week, when these campgrounds have few visitors, such a presence would not be required. One of the benefits associated with an increased presence would likely be a reduction in maintenance problems; for example, regardless of how clean a pit toilet is on Friday afternoon, dissatisfaction is likely to result if the facility is fouled on Friday evening and remains so throughout the weekend.

It was noted in Chapter Seven that the satisfaction expressed by tourists at Prelude Lake and Reid Lake campgrounds was greater than that expressed at Yellowknife campground. Efforts should be made, therefore, to direct tourists to those recreational environments that are potentially the most satisfying in that those campgrounds are less heavily used and more "environmental" in nature, and thus, more consistent with the environmental orientation expressed by the tourists in their activity preferences and motivations. Such a shift in visitation patterns would have the additional benefits of reducing the heavy pressure and negative impacts at Yellowknife campground, and perhaps, of increasing the economic benefits associated with the tourists' visits by increasing their lengths of stay in the area. An increased emphasis on Prelude Lake and Reid Lake campgrounds in the promotional literature, or alternatively, the construction of an information board or kiosk at Yellowknife campground, which would provide information on the availability of campsites and recreational opportunities at these campgrounds, is thus called for. If such promotion were encouraged, improvements or increased maintenance on the Ingraham Trail might be required.

The information facility could also be used to provide information on attractions and services available in town. One item of information that is required, if the Territorial Parks Branch feels that the installation of showers at Yellowknife campground is inconsistent with its aim of providing semi-primitive facilities, is the location of public shower facilities in Yellowknife. Such information was sought quite frequently by tourist campers in conversations after the interviews and is understandable in that the trip up the Mackenzie Highway can be hot and dusty. If the Territorial Parks Branch choose to provide shower facilities, the impression given was that users would quite willingly pay for the privilege of using them.

A final recommendation that can be made is that more accurate campground visitation records should be kept. [1]

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[1] The last campground visitation data available for the three Yellowknife area Territorial Park campgrounds were for the summer of 1975. Keith Thompson, Head, TravelArctic,

A continuous and consistent data base on campground visitors is important so that changes in the types of visitors can be monitored as the City of Yellowknife grows, or if auto tourism is promoted extensively in the future. Appropriate changes in management policy and facility provision can be made on the basis of such information.

8.4 Theoretical Implications and Recommendations

The results of this study regarding the activity preferences of resident and tourist campers replicate to a considerable degree those of McCool (1976, 1978) and thus serve to substantiate the contention that the resident/tourist dichotomy is an important consideration in regional recreation and tourism development strategies. In this study the analysis was extended by means of the application of elaboration procedures in order to test the authenticity of the relationships between activity preferences and the place of residence variable and in order to determine the relative merits of the variable in accounting for the variations in preferences. The results of these procedures confirmed that the place of residence variable summarized the characteristics of the campers in a particularly managerially relevant manner.

This replication of findings suggests that further work should be done towards the development of a more

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[1] (cont'd)Government of the Northwest Territories. Personal communication, May 27, 1980.

comprehensive understanding concerning the differences between residents' and tourists' activity preferences. Such a hypothesis would no doubt include considerations as to why differences should emerge. In this study this question was approached by examining the social and environmental orientations of the two groups as expressed in their activity preferences and motivations. Specifically, it was suggested that residents would express a greater social and activity orientation while tourists would express a greater environmental orientation. Some support for this conceptualization of the differences between the two groups was found which indicates that it is not without merit; exceptions to the hypothesized trends, however, in both activity preferences and motivations, suggest that the conceptualization was incomplete and inadequate, and refinements are required. For example, consideration of activities in terms of their intellectual or curiousity value, rather than environmental orientation alone, would account for the tourists' "appreciative" interest in historical, cultural, and social aspects of the destination area; such interests have more than an entertainment value which is implied by their inclusion in the sociable-learning activity package.

In this study an attempt to ascertain the campers' motivations and expectations associated with the decision to go camping was made by recording their importance ratings for a list of eighteen motivation statements culled from previous camping motivation studies. In that the rating score means indicated that each of the statements was considered to be at least "Moderately Important", this study has substantiated the results of those studies. Furthermore, in that a hierarchy emerged among the statements in terms of importance score means, and resident and tourist campers were found to value several statements differently, the findings substantiate the contentions that people have a variety of aspirations and expectations associated with recreational participation, and that people engaged in the same activity may seek different outcomes (Knopf 1972; Driver, 1976; Schreyer and Roggenbuck, 1978). The nature of the on-site interview, however, imposed constraints on the number of motivation statements for which importance ratings could be determined; the administration of a large inventory of statements, from which comprehensive scales could be constructed, is thus called for.

If human satisfaction is truly to be considered a goal and a measure of success of recreational planning, an accurate and comprehensive measure of satisfaction is required. In this study, the responses to an open-ended question concerning the campers' feelings about their stays at the campgrounds were incorporated with responses to another question, which asked the campers to rate their feelings on a five point scale, in order to fashion a measure of camping satisfaction. This measure constituted an admittedly crude and general operationalization of a complex concept and the call made previously for a validated measure of satisfaction with wide applicability (LaPage, 1962; Foster, 1977; Foster and Jackson, 1979) must be reiterated.

The measures which have attempted to operationalize the expectancy-outcome discrepancy conceptualization (Peterson, 1974; Dorfman *et al*., 1976b) would appear to hold considerable potential in this regard in that they permit the detailed examination of the degree to which specific activity, motivational, and facility expectations have been realized, and the individual, proportional contributions of these elements to satisfaction. In this study the investigation turned to identifying the objective characteristics of the campgrounds associated with camping satisfaction after analysis showed the more subjective characteristics of the users to be infrequently and inconsistently associated with satisfaction. A comprehensive measure of satisfaction would determine the degree to which planners and managers should extend their concerns beyond physical site factors towards considerations of the more intangible benefits and satisfactions associated with the camping experience (Hawes, 1978), if at all.

Research is also required to determine the influence dissonance reduction has on satifaction responses. The high satisfaction expressed by the campers in this study was consistent with the results of previous studies in which satisfaction scores were found to cluster towards the satisfied end of the scale (Griest, 1968, Dorfman *et al*., 1976b). Heberlein and Shelby (1977) have identified several reasons for such high satisfaction scores, among which is the suggestion that someone who has invested considerable time and money will be unwilling to admit that he has been dissatisfied and will tend to give positive evaluations of the experience. Such distortion decreases the validity of any satisfaction measure and is an important methodological concern.

The high camping satisfaction expressed by both resident and tourist campers suggests that each group was able to pursue its own camping goals without being negatively affected by the other groups' actions. The differences in orientation in terms of activities and motivations suggest, however, that in a situation in which there was greater competition for the recreation resources, such conflicts could occur; evidence for such conflict exists in the work of Sinclair and Reid (1974), O'Leary (1976), and Shontz and Dorfman (1977). Research should continue therefore into the problems of recreation resource conflicts and the means by which such conflicts can be prevented. Clearly, a broad range of recreational opportunities must be provided as well as comprehensive information packages so that potential users can choose environments consistent with their aspirations. Such information must describe not only the facilities available, but the type of experience the management agency hopes to facilitate through its regulations and facilities.

Finally, since the decisions to promote tourism or locally-oriented recreation opportunities will be made on the basis of the environmental, economic, and social impacts associated with alternative developments, more research is required to identify the scale and distribution of such impacts. A valuable contribution towards this end would be a comparison of the impacts associated with a resident-oriented recreation area with a tourist-oriented recreation area. Alternatively, along the lines of the work of O'Leary (1976), a study could determine the impacts associated with increased tourism in an area in which the recreation resources were previously used almost exclusively by residents, such as in the case of Inuvik, N.W.T. after the opening of the Dempster Highway.

8.5 Conclusions

This study has attempted to determine the relevance of the place of residence variable for regional tourism and recreational development strategies. In that local resident campers and extra-regional tourist campers were differentiated to varying degrees along several pertinent dimensions of the camping experience, it can be concluded that the consideration of the variable is warranted in regional recreation planning. This is not to say that such consideration will make planning easier, but, hopefully, it will make it better.

A number of variables, including socio-demographic attributes, trip characteristics, information sources, motivations, activity preferences, campground features, and camping satisfaction were considered in this study as well as the relationships between variables. It is hoped that this information is of value to the planners and managers involved in the operation of the three Yellowknife area Territorial Park campgrounds, and of interest to other management agencies, in other situations, that are attempting to meet the recreational needs of resident and tourist visitors. Some of the information will no doubt be of more immediate or practical relevance such as the identification of positive and negative campground features. It must be remembered, however, that if the ultimate concern of planners and managers is their recreational clientele's satisfaction, consideration must be made of all factors involved in the recreational experience.

In this study, a behavioural approach to the camping experience was taken in order to consider as many such factors as possible, including the recreationists' activity preferences, motivations, and satisfaction. Such information also has practical relevance. For example, the differentiation of resident and tourist campers in terms of activity preferences has broad implications for resource management decisions and subsequent facilities provision and promotion policies; furthermore, the consideration of camping satisfaction has provided information useful in directing tourist campers towards campgrounds where satisfaction will be potentially higher. Behavioural information thus leads to a fuller understanding of the recreationists' demands and ultimately can contribute towards the effective provision of facilities and environments appropriate for the realization of satisfying recreational experiences.

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APPENDIX A

FINAL DRAFT OF THE QUESTIONNAIRE, HANDOUT CARDS, AND LETTERS OF IDENTIFICATION

Yellowknife Campground Questionnaire

Interview No. ______________.

Date ______________________.

Time ______________________.

Campground: 1. Yellowknife
2. Prelude Lake
3. Reid Lake

Campsite No. ______________.

Hello, my name is Dale Schinkel. In association with the Territorial Parks Branch and the University of Alberta, I'm conducting a study dealing with some aspects of camping in the Yellowknife area campgrounds. If you have about 15 minutes to spare, would it be all right to ask you a few questions?

1. Are you a resident of Yellowknife?

1. Yes 2. No

IF YES, how long have you lived in Yellowknife?

1. less than 1 yr. 2. 1 - 2 yr. 3. 2.5 - 3 yr.
4. 3.5 - 5 yr. 5. 5.5 - 10 yr. 6. 10.5 - 20 yr.
7. more than 20 yr.

IF NO, where are you from? ______________________________.

Please look at this card (HAND RESPONDENT CARD "A") and tell me which category comes closest to representing the size of your place of residence:

1. rural farm area
2. rural area, but not a farm
3. small town (less than 3,000 people)
4. large town (3,000 - 10,000 people)
5. small city (10,001 - 50,000 people)
6. large city (more than 50,000 people)

2. How many days have you been camped at this campground so far this visit? __________.

3. About how long in total do you plan on staying in this campground? ______________.

4. Have you ever camped here before?

1. Yes 2. No

5. How did you first learn of this campground?

6. Why did you choose to camp in this campground rather than some other campground in the area?
(PROBE)

7. What particular plans or activities did you have in mind when you decided to camp here?

8. Have you been successful in fulfilling your intentions?
1. Yes 2. No
(PROBE: WHY OR WHY NOT?)

9. What, if any, are some of the things you particularly like about this campground?

10. What, if any, are some of the things you dislike about this campground?

11. Do you feel that the amount of vegetative screening between your campsite and the campsites next to yours is:
1. too much 2. just right 3. too little

12. Do you feel that the distance between your campsite and the campsite next to yours is:

1. too far 2. just right 3. too close

13. Do you feel that this campground is:

1. overdeveloped 2. just right 3. underdeveloped

14. IF RESPONDENT IS A RESIDENT ASK, Do you plan to return to this campground in the future?

IF RESPONDENT IS A NON-RESIDENT ASK, If it were possible, would you return to this campground?

1. Yes 2. No

(FOR BOTH PROBE: WHY OR WHY NOT?)

15. Have you, or will you be staying, at any of the other campgrounds in the area?

(PROBE: WHY OR WHY NOT?)

16. I would like you now to think back to when you first decided to go on this camping trip. Choosing your response from this card (HAND RESPONDENT CARD "B") would you tell me please how important each of the following that I'm going to read to you was in your decision.

How important was:

	Very Important	Quite Important	Moderately Important	Not Too Important	Not At All Important
Spending time with [your] family	1.	2.	3.	4.	5.
Getting physical exercise	1.	2.	3.	4.	5.
Enjoying a change of pace	1.	2.	3.	4.	5.
Meeting people and building new friendships	1.	2.	3.	4.	5.
Getting a breath of fresh air	1.	2.	3.	4.	5.
Cooking and eating outdoors	1.	2.	3.	4.	5.
Getting away from people, other than [your] camping party	1.	2.	3.	4.	5.
Participating in activities like hiking, fishing, boating	1.	2.	3.	4.	5.
Seeing the beauties of nature	1.	2.	3.	4.	5.
Resting and relaxing	1.	2.	3.	4.	5.
Learning and improving outdoor skills and knowledge	1.	2.	3.	4.	5.
Sitting around the campfire and talking	1.	2.	3.	4.	5.
Escaping from the routine of daily life	1.	2.	3.	4.	5.
"Roughing it" for awhile	1.	2.	3.	4.	5.
Strengthening family ties	1.	2.	3.	4.	5.
Visiting new places and seeing new sights	1.	2.	3.	4.	5.
Enjoying peace, quiet, and solitude	1.	2.	3.	4.	5.
Enjoying the friendly, social atmosphere	1.	2.	3.	4.	5.

17. Are there any additional considerations that you may have had which were very important to you that you'd like to mention?

Finally in this section, I would like to ask you some brief questions concerning your overall general impressions of this campground.

18. First, could you simply describe how you feel about your stay at this campground?

19. Now, if you were to rate your feelings about your stay at this campground, would you say it was:

1. very satisfactory	2. quite satisfactory
3. moderately satisfactory	4. not too satisfactory
5. not at all satisfactory	

20. Is there anything about this campground in terms of facilities or management practices you would like to see changed in the future in order to make this a more satisfying place to camp?

Just before we finish, I'd like to ask you a few questions about yourself which you are not obliged to answer if you so choose.

21. What year were you born in? __________.

22. Please look at this card (HAND RESPONDENT CARD "C") and tell me which category comes closest to representing the last year of school that you completed:

1. grades 1 - 9	2. grades 10 - 12
3. university degree	4. technical or trade qualifications
5. master's or Ph.D.	

23. What is your occupation? ______________________________.

24. And, finally, please look at this card (HAND RESPONDENT CARD "D") and tell me which category comes closest to representing the total annual income of yourself, if you're single, or of you and your spouse if you're married:

1. $000-$4,999　2. $5,000-$9,999　3. $10,000-$14,999
4. $15,000-$19,999　5. $20,000-$24,999　6. $25,000-$29,999
7. $30,000-$49,999　8. $50,000 or more

ADDITIONAL INFORMATION TO BE CHECKED AFTER INTERVIEW:

25. Sex of respondent?

1. male　2. female

26. Type of camping unit?

1. tent　2. tent trailer　3. van or bus
4. pickup shell　5. truck camper　6. travel trailer
7. motor home

27. Additional comments?

CARD "A"

PLEASE LOOK AT THIS CARD AND TELL ME WHICH CATEGORY COMES CLOSEST TO REPRESENTING THE SIZE OF YOUR PLACE OF RESIDENCE:

1. rural farm area
2. rural area, but not a farm
3. small town (less than 3,000 people)
4. large town (3,000-10,000 people)
5. small city (10,001-50,000 people)
6. large city (more than 50,000 people)

CARD "B"

PLEASE CHOOSE THE RESPONSE FROM THIS CARD WHICH COMES CLOSEST TO REPRESENTING YOUR FEELINGS:

1. very important
2. quite important
3. moderately important
4. not too important
5. not at all important

CARD "C"

PLEASE LOOK AT THIS CARD AND TELL ME WHICH CATEGORY COMES CLOSEST TO REPRESENTING THE LAST YEAR OF SCHOOL THAT YOU COMPLETED:

1. grade 1 - 9
2. grade 10 - 12
3. university degree
4. technical or trade qualifications
5. master's or Ph.D. degree

CARD "D"

PLEASE LOOK AT THIS CARD AND TELL ME WHICH CATEGORY COMES CLOSEST TO REPRESENTING THE TOTAL ANNUAL INCOME OF YOURSELF IF YOU'RE SINGLE, OR OF YOU AND YOUR SPOUSE IF YOU'RE MARRIED:

1. $000-$4,999
2. $5,000-$9,999
3. $10,000-$14,999
4. $15,000-$19,999
5. $20,000-$24,999
6. $25,000-$29,999
7. $30,000-$49,999
8. $50,000 or more

DEPARTMENT OF GEOGRAPHY
TELEPHONE (403) 432-3274

THE UNIVERSITY OF ALBERTA
EDMONTON, CANADA T6G 2H4

TO WHOM IT MAY CONCERN

This is to identify DALE SCHINKEL, who is conducting a camping study in the Yellowknife area. He is a full-time graduate student working on a Master's degree at the University of Alberta.

Edgar L. Jackson

Edgar L. Jackson,
Assistant Professor and
Research Supervisor.

GOVERNMENT OF THE NORTHWEST TERRITORIES
CANADA

PLEASE QUOTE 258
FILE 61 815 007

Yellowknife, N.W.T.
X1A 2L9

21 June 1978

TO WHOM IT MAY CONCERN

This letter serves to introduce Mr. Dale Schinkel of the University of Alberta, Edmonton, Canada.

Mr. Schinkel is carrying out a campground use survey in three campgrounds in the Yellowknife area. Yellowknife Long Lake, Prelude Lake and Ried Lake.

As this study is designed to assist us in our long range planning for campground development, I appreciate any co-operation given to Mr. Schinkel by Government personnel and campers.

D. B. Pruden,
Head,
Territorial Parks.

APPENDIX B

RESPONSE SHEETS FOR DETERMINING THE SOCIAL-ENVIRONMENTAL ORIENTATION OF THE MOTIVATION STATEMENTS

The following statements have been identified in a number of recreation studies dealing with camping participation as reasons for camping, or motivations and expectations associated with the camping experience. On the adjacent scale consider 1. to represent a social orientation in camping, and 5. to represent an environmental orientation along a social-environmental continuum. Please read each statement and indicate, by encircling the appropriate number, the position you believe each statement occupies along the social-environmental continuum, that is, the degree to which each statement represents a social or environmental orientation. Upon completion review your decisions and make any changes deemed appropriate.

	Social			Environmental	
Spending time with [your] family	1.	2.	3.	4.	5.
Getting physical exercise	1.	2.	3.	4.	5.
Enjoying a change of pace	1.	2.	3.	4.	5.
Meeting people and building new friendships	1.	2.	3.	4.	5.
Getting a breath of fresh air	1.	2.	3.	4.	5.
Cooking and eating outdoors	1.	2.	3.	4.	5.
Getting away from people, other than [your] camping party	1.	2.	3.	4.	5.
Participating in activities like hiking, fishing, boating	1.	2.	3.	4.	5.
Seeing the beauties of nature	1.	2.	3.	4.	5.
Resting and relaxing	1.	2.	3.	4.	5.
Learning and improving outdoor skills and knowledge	1.	2.	3.	4.	5.
Sitting around the campfire and talking	1.	2.	3.	4.	5.
Escaping from the routine of daily life	1.	2.	3.	4.	5.
"Roughing it" for awhile	1.	2.	3.	4.	5.
Strengthening family ties	1.	2.	3.	4.	5.
Visiting new places and seeing new sights	1.	2.	3.	4.	5.
Enjoying peace, quiet, and solitude	1.	2.	3.	4.	5.
Enjoying the friendly, social atmosphere	1.	2.	3.	4.	5.